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SIERRA MADRE NEWS

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FRIDAY, APRIL 10, 1925

Sierra Madre's North Side Is Comparable With Any In Southern California

**No District Shows More Evidence of Good Taste
and Love of Home Than Does This
Beauty Spot**

Sierra Madre at one time used for its slogan, "At the Foot of Mt. Wilson." If this be true, which of course it is, then the north portion of the town might well be said to be located at about the instep of the famous mountain. In fact, so high are some portions of the north side that it might even be considered the ankle. And as that portion of the anatomy is often claimed by artists to be the best indication of a thoroughbred, it is not to be wondered at that the north side of Sierra Madre would give us some indication of what might be called, for want of a better term, the breeding of the town.

Any resident of Sierra Madre who has visited the northern part of Sierra Madre cannot help but feel a certain pride in it. And it is fairly safe to assert that there is no resident of Sierra Madre who would be ashamed to compare it with any of the finer residence districts wherever located in Southern California. With the exception of a very few districts where the houses are built for show or entertainment rather than to be utilized as homes, there is no uniformly finer district in the entire southwest.

Real Homes There

True, there is an absence of gaudiness and that style of architecture which seems to cry out, "See what a fine house I am!" There seems to be a shortage of those extra furbelows which proclaim to the world that here is the home of a rich (if not very discriminating) family, but for a district where the love of a home and family is combined with good taste and sufficient means to indulge it, Sierra Madre may defy any town to produce a superior district.

Of course, all the homes in Sierra Madre which would fit into the above description will not be found on the north side of Sierra Madre. There is scarcely a block in the city where the same condition does not exist, but it is perhaps more uniformly true of this section than of other parts of the city.

Community Character

It is claimed by students of community development that towns assume personality of character early in their life which future development and succeeding generations cannot destroy. That this is true seems to be proven by the type of development which is constantly taking place on the north side of Sierra Madre. The new houses, be they big or little, are uniformly luxurious but not one of them could be catalogued as pretentious. In fact, there seems to be in most cases a studied effort to eliminate this effect in so far as possible.

One of the older streets which comes under this heading is East

Alegria. There are so many beautiful homes on this street that it is impossible to pick any one of them out and point to it as typical of the district. The home of Mr. and Mrs. Carl Young at the corner of Alegria and Mountain Trail is the newest addition to this neighborhood and serves as an excellent illustration of the claim made in the above paragraph.

Church Adds Beauty

East Laurel, which has been recently improved, has some beautiful examples of this type of home. This street also is fortunate in having at its intersection with Baldwin avenue an architectural gem in the Church of the Ascension.

East Grandview also is keeping pace with the development in this section and several new houses of the best type have been added to the list on this street. Grandview is one of the three longest streets in

(Continued on Page 8)

MORE SERVICE

In Sierra Madre there is a large number of people who possess more than ordinary talents and who would be more to some profitable use for at least part of the time. There are people living in this town who can draw as fine a map, paint as fine a picture, create as beautiful a dress, cook as delicious a meal, sing as sweet a song or do anything else as well as one would be likely to get in done in Los Angeles or any other city.

The News believes that it is only fair that these people be allowed to make profitable use of their talents whenever they are in demand and that preference should be given them over out of town people. With this in view, the News is establishing a special service for the purpose of bringing these people in contact with those who need their services. Those who desire part time employment in any special line may come to the News office and register their name, address and line of work desired and those in need of service, whether it be some home made candle or a set of plans for a new home, may call the News and obtain information as to where their particular wants can be filled.

The News will not undertake to run an employment agency, but will furnish names and addresses so that employer and employee may be brought together.

Auxiliary and Legion Meet in Park House

The American Legion and the Auxiliary met in joint session at the Park house Wednesday night for the purpose of making arrangements for Decoration Day and discussing other business of interest to both organizations. A committee was appointed by Commander Arthur Evans to make the necessary Decoration Day plans so that the day will be fittingly observed in Sierra Madre.

After the business meeting a social hour was enjoyed at which time the crowd enjoyed a number of sets of old fashioned square dances to the accompaniment of a harmonica and a guitar. Refreshments of red beans and "beer" were served at close of the evening.

The Auxiliary met on Thursday night and transacted the routine business and discussed the coming poppy day. The local chapter will make poppies to be sold on that day.

C. W. Jones has been elected to the board of directors of the Norembeaga Country club of Monrovia.

Mr. and Mrs. W. M. Callahan of Sierra Madre Canyon returned Sunday from a visit of several days with relatives in San Francisco.

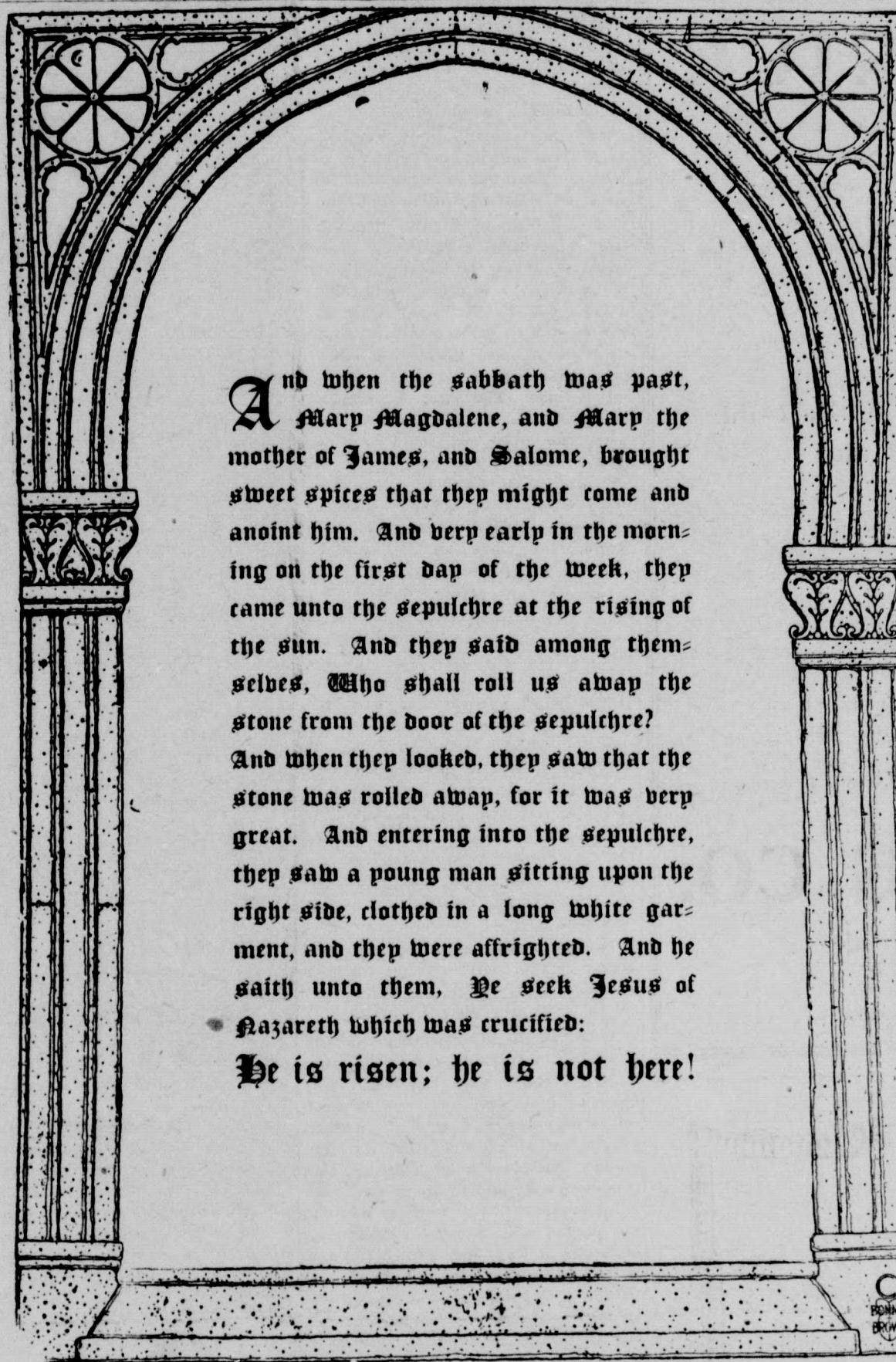
SIERRA MADRE HAS A HEAVY FALL OF RAIN

Nearly one-fourth of the season's rainfall fell during the last three days' rain, which fell Friday, Saturday and Sunday, according to Mrs. J. G. Blumer, who has kept a record of Sierra Madre rainfall for the last 35 years. The total rainfall for April 4, 5 and 6 was 3.26 inches. Of this amount, 2.10 fell on Friday, 1.12 fell on Saturday, and .04 inches fell on Sunday. This brings the total rainfall for the season up to 11.71 inches. The total for last year was 9.37 inches.

A much heavier rainfall was reported in the mountains to the north of Sierra Madre. At Hoegee's camp 5.32 inches was reported for Friday and 2.00 for Saturday, making a total fall of 7.32 for the two-day period.

Mr. and Mrs. Shtamer left today for Philadelphia, Pa., where they will spend the summer. They expect to return to their home in Sierra Madre next fall.

Mrs. Harold J. Adams of Ramona street entertained the Messrs. Hans and Herbert Seifert at dinner Thursday evening in honor of Miss Marie Jenkins.



And when the sabbath was past, Mary Magdalene, and Mary the mother of James, and Salome, brought sweet spices that they might come and anoint him. And very early in the morning on the first day of the week, they came unto the sepulchre at the rising of the sun. And they said among themselves, Who shall roll us away the stone from the door of the sepulchre? And when they looked, they saw that the stone was rolled away, for it was very great. And entering into the sepulchre, they saw a young man sitting upon the right side, clothed in a long white garment, and they were affrighted. And he saith unto them, Ye seek Jesus of Nazareth which was crucified:

He is risen; he is not here!

Woman's Club Nominates Miss Ruth Klemme For Next Year's President

Resolution Is Adopted Asking Board of Supervisors to Condemn Right of Way Across Hastings Ranch

At the request of the board of directors, Mrs. J. Milton Steinberger and Mrs. George F. Ferris drafted a resolution requesting the Board of Supervisors to condemn the right of way on both sides of the Pacific Electric tracks for a public highway connecting west Central avenue, Sierra Madre, with Huntington drive and East Orange Grove avenue, Pasadena. This resolution was approved by the club.

It will be a pleasure to the members and friends of the club to know that Mrs. J. Glenwood Jones will prepare and direct a Greek pageant to be presented early in June. Mrs. Jones' name speaks success for this undertaking.

The Art section will meet with Mrs. F. D. R. Moote, 689 W. Central, Tuesday, April 14, at 2:30, for a review of Italian art. Miss Bush will speak on the structural lines in the paintings and sculpture of Michelangelo. Mrs. J. Glenwood Jones will sketch her visit in Venice; and Mrs. Moote will tell of the life and work of Bernini.

Nominations for officers for the coming year were in order at the meeting Wednesday afternoon.

Officers Nominated

Mrs. John Osgood was appointed by the board of directors to act as chairman of the election board. Mrs. J. M. Campbell and Mrs. W. Gray were the two other members of the board elected by the club in assembly.

It is the great regret of the club that Mrs. Stork considered it necessary for the sake of her health to refuse to serve again as president. But she promised her help to those who may be elected as officers to serve next year, and her interest and help will be a great inspiration.

The following names were presented for election at the next club

(Continued on Page 8)

A complete report of the results of the Wistaria Fete has not been tabulated but from all indications the amount earned during the 1925 fete will far exceed that of any previous year and though there was no registry, there is no doubt that the total number of visitors exceeded the number of last year, which set the record up to that time.

The weather this year was, on the whole, much better than last year, although it rained on one of the Sundays, visitors came in almost as large numbers as if the sun had been shining. This was the only day during the fete which was counted a total loss and some of them which would ordinarily be counted as failures so far as the weather was concerned totaled almost as high in receipts as the ones which enjoyed the sunshine.

Harmony Supreme

Mrs. H. T. Fennel, general chairman of the fete, was accorded unusually fine support from every source. The force of workers from the Woman's club was fully organized and each lady had her own particular work to do, which was done in every case to the best of the ability of the workers and with friction of any sort a minus quantity.

The chamber of commerce committee, the members of which were Ray Grant, George Norris and Frank Gibson, had charge of the advertising, publicity and the transportation of the workers, and received the heartfelt thanks of the ladies, whom they helped in every way possible. The committee was assisted by a number of business men who furnished cars for the work of transporting workers and hauling supplies.

Fine Publicity

The fete was considered a big success from every standpoint by which a community enterprise is judged. The financial returns are sure to be satisfactory. The good will and cooperative spirit of those who took part was very gratifying to all and the advertising which the town gained as a result of the visitors and the publicity given out by the chamber of commerce has a value

Firemen and Trustees in Joint Meet

If the sentiments expressed at the meeting of the board of trustees last night by members of the Firemen's club, the volunteer fire department and the board is any indication of the situation, the Firemen's club difficulty will soon be settled to the satisfaction of a large majority of those concerned. The board definitely rejected all the proposals made by persons wishing to purchase the lot and submitted a tentative counter proposal which seemed to meet the approval of the members of the club who were present.

Trustee E. H. Porter made a motion which incorporated the counter proposition and provided that a committee of one be appointed by the board of trustees to prepare the necessary resolution and to work out the details of the situation with the members of the club. The motion provided that the club deed the Firemen's club property to the city for the consideration of \$2,000 and that the city obligate itself to provide quarters for the volunteer fire department and the Firemen's club. It also provided that the city should proceed to dispose of the property as soon as advisable and that the money received for the sale of the property should be applied to a city hall project.

Club Quarters

This proposition seemed to meet with the general approval of the majority of those present. It was adopted by the board of trustees with Trustee Earl Topping voting no. During the discussion it was pointed out that the city has a certain obligation to provide convenient quarters for the men who give their time to the fire department and it was admitted by all that if some provision was not made, the members of the department would one by one lose interest and it would be necessary for the city to provide for a paid crew. This, it was believed, would be much more expensive than any concessions which were proposed to the club or the fire department.

The Kersting offer and the Sadler offer were both definitely rejected by the trustees. The Kersting offering provided that a building would be erected and the basement leased free to the Firemen's club for a period of five years and that the fire equipment would be housed free for a period of seven years and a payment of \$4,000 in cash would be given for title to the property. The trustees were then asked to agree to rent quarters in the new building for five years at a rental of \$90 per month. This the trustees refused to do.

Alternative Offer

J. F. Sadler also submitted a proposal to the club offering to purchase the frontage along Central avenue to a depth of 65 feet for the sum of \$6,000, leaving the rear of the lot as a building site for the club.

The two propositions above were submitted to a meeting of the membership of the club Monday night and the Kersting offer was accepted by a vote of thirteen to ten. It was then necessary to have the trustees agree to lease the quarters for city hall purposes before the agreement could be executed.

Ivan Buie Passes Away This Morning

Ivan Buie, who has been seriously ill for several weeks, passed away this morning. Mr. Buie was the son of Mrs. Kitty Buie and was employed for several years at the Hartman Drug store. He is survived by a widow, Mrs. Jean Buie, his mother, Mrs. Kitty Buie, and a brother, Prentiss Buie, all of Sierra Madre. Funeral arrangements have not been made.

Miss Marguerite DeTemple spent Wednesday in Sierra Madre visiting her parents, Mr. and Mrs. M. A. DeTemple. Miss DeTemple will graduate from the Nurses' school at the Clara Barton hospital this spring.

which is hard to estimate.

As one citizen of Sierra Madre put it, "The reason why the Wistaria fete has attracted the imagination of the people of Southern California is hard to define but there is no doubt that it has done it and that people will continue to come year after year in increasing numbers to see the vine in bloom and Sierra Madre will have the advantage of keeping open house at a time when the town is at its best."

JEWELRY at HALF PRICE

No, friends, we are not going out of business and we have no creditors to worry us. But we are going to dispose of all the remainder of the jewelry stock we took over from L. C. Tucker—all good, new stock; some items show some effect of handling, but are in perfectly serviceable condition. At the prices you can't afford to miss them:

**Wrist Watch Special: White Gold,
6-Jewel, Imported, only
\$5.98**

Watches, \$20 values at..... \$10.00
Watches, \$10.00 values at..... 5.00
Alarm Clocks, \$1.50 values, at..... .75
Silverware, broken lines including Community, Rogers 1847, and Tudor Plate, half price.
Pearl, Crystal and Novelty Beads, \$1 up
Wrist Bracelets, Ribbons and Straps, 50c to \$2.50
Leather Goods, Handbags, Card Cases, Purses, etc., at half price.

FRAIBERG CO.

JEWELERS

Dr. Edward A. Fraiberg, Optometrist, at this store
Tuesday and Friday Evenings

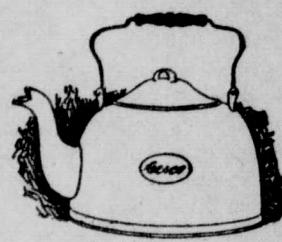
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—Everything in the way of physical equipment as well as experience, training and personnel at the disposal of those who call upon us.

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Central and Hermosa Ave.
Phone Main 93
"Lady Assistant"

FOR SATURDAY ONLY



**No. 8 White Enamel
Tea Kettle
Special
98c**

EVERY SATURDAY we will feature a household special—the values will be such that thrifty housewives will be quick to take advantage of them. This Saturday's special is a 6½ quart "Cesco" triple-coated tea kettle.

Remember—One Day Only—Saturday

**SIERRA MADRE
HARDWARE CO.**

Monte Vista Club and You

This article is directed to the many, many of our friends, and you may be one of them, who have come to California in search of health, particularly those of you who are sufferers from bronchial, pulmonary, or asthmatic complications.

To you, friends, Monte Vista Club is a true haven, for here we have the most unique and at the same time practical, institution of its kind.

Before building Monte Vista Club, the owner, Lester E. Purser, investigated many of the great institutions in Southern California, dedicated to doing good to the many who come within their gates. After looking through them he decided to build a place and run it along entirely different lines. The place was built and is now successfully operated. Now, with the proof at hand that the "Monte Vista Club Idea" is a success and with the hope of reaching many other needy friends we are resorting to advertising as a means of telling you our message, and enlarging our sphere.

First of all, Monte Vista Club is not a sanitarium, because we do not have any nurses or physicians of any kind on the premises, yet, and this should appeal to you instantly, any physician or practitioner may feel more than welcome to come and attend you at the "Club" and you will be entirely free to follow his orders.

We have no theories to expound, or any patented medicines to sell, and because we do not carry a medical staff our rate is about one-half the usual one, being only \$15 per week or \$50 per month, all expenses included.

Therefore physicians are quick to recognize the merit of what we have to offer, and are sending their patients to Monte Vista Club.

What we do offer is this: Namely a clean, comfortable, completely furnished cottage with running water, electric lights and gas, the best of meals prepared by a chef of 25 years experience, full use of the Club, including Victrola, radio, library and congenial companionship of clean cut gentlemen, men who tolerate nothing but smiles and whose laughter may be heard at any time during the day ringing through the rooms of the "Club." Not the humdrum atmosphere of a sanitarium where everyone is discussing ailments with their nearest associate, where the strictest rules are required, and where one is made to feel an outcast, but a Real place where Real and Human People, can be found.

Now of course, there may be some of you who are saying that it sounds all right, but it doesn't work. Well, dear friend and reader, it DOES work, and we will gladly call for you and take you to the "Club" and let the men here, who have nothing to gain through so doing, tell you what THEY think of it. The latch string is out, so come and see for yourself for surely you are MOST welcome.

MONTE VISTA CLUB,
328 S. Pine St., Tujunga,
Phone Sunland 572. California.
"For a Rest, the Best in the West"

BLOW SIREN AT MIDNIGHT SAYS STOVALL

Editor The News:

Please allow me to commend the article of last week on the curfew. Being a friend of the kids, first, last and all the time, I am perfectly willing that the "curfew shall not ring tonight." As you state, there are many others who gladly will agree in this. Anyhow there is a vast difference between the curfew of our childhood's fancy, with its poetic tones, and this hideous-voiced siren, whose raucous notes would almost wake the dead. Such a screeching terror is perfectly all right for a fire alarm, but just why it should be turned loose every evening at 8:30 is a mystery to every sane person except the one who has the job of pushing the electric button.

Seriously, there is no valid reason why such an antiquated custom as tooting a horn at 8:30 should prevail. If we think it necessary to blow a siren for the kids to run for cover at half past eight, why not do it again at 12:30 as a warning blast for the older ones to be ceasing their hilarity. Here in our quiet, peaceful little city there really is no urgent need for either call. The only dependable curfew is the one definitely established and maintained by parents themselves. If boys and girls are allowed to run the streets after 8:30, or have no good reason for being at large, forty sirens all screeching at once would have little effect in driving them home.

DENNIS H. STOVALL

TIMES WANTADS PAY

Around Our Town

Adolph Kettelborn suffered a severely strained ankle Monday when he fell from a scaffold on which he was working. Mr. Kettelborn is a tinner in the employ of the Sierra Madre Hardware company.

Frank L. Lovell and his sister, Mrs. D. W. Cardell of Coronado, motored to San Francisco last Tuesday to say good bye to Lieutenant D. W. Cardell, of the U. S. S. Partridge, who sails to Honolulu with the fleet April 15.

Dr. William A. Tate will leave Monday for Catalina Island, where he will spend a week at the Congregational ministers' retreat.

C. W. Camp of Hollywood was in Sierra Madre Tuesday transacting business. Mr. Camp was for many years a resident of Sierra Madre.

The Bridge club met last Thursday night at the home of Mrs. Victor Hill, 47 South Lima. The ladies present were Mrs. W. C. Shaw, Mrs. C. Hall Perry, Mrs. H. C. Lieben, Mrs. L. M. Anderson, Mrs. R. A. Rowland, Mrs. C. L. Drake and Mrs. Ralph Stover.

The main building of Roberts camp was seriously injured Sunday afternoon by the falling of a tree. A large portion of the roof was caved in and other damage done.

Social events are unusually scarce this week, due to the workers at the Wistaria fete taking a much needed rest.

SCHOOL BUS PROBLEM TO BE SETTLED

The Sierra Madre school board, representatives of the Parent-Teachers' association and representatives of other civic organizations met at the school building Wednesday morning for the purpose of determining a plan of procedure which will result in Sierra Madre pupils being put on the same transportation basis as the pupils from other outlying districts, who attend the Pasadena high schools. They will meet next Wednesday with representatives of the Pasadena schools for the purpose of working out some satisfactory policy.

Several problems present themselves in the minds of those in touch with the situation. One is the fact that the students of the Pasadena high schools are released from their school work at various hours of the afternoon and that it would be hard to find a time of leaving which would be convenient to any very large number of pupils. As it now stands, say some objectors to the present status, students are forced to wait for a considerable length of time at Lamanda Park Junction, which is neither at school nor at home, and which is a hardship on the pupils and undesirable from the standpoint of those in authority.

During a recent visit to Sierra Madre, Pasadena school officials announced their willingness to do anything which would be satisfactory to the Sierra Madre people and it was the sense of the meeting Wednesday that all that the local patrons of the school want is to be placed on the same basis as other districts so that it seems that the coming meeting will be one where the various phases of the problem will be discussed, rather than what might be termed a scrap.

Bethany Temple
Elwood P. Lyon, LL.D., Minister

9:45 a. m., Bible School, Dr. F. H. Cram, superintendent. Classes for all ages.

11 a. m., worship and sermon, "From Cradle to Cross," one perfect life.

7:30 p. m., song service and sermon, "The Christ of Glory Our Refuge."

7:30 p. m., Tuesday, Bethany Hall, optometric study of Bible life and characters.

7:30 p. m., Wednesday, church meeting for testimony and prayer.

To Blue Gun Barrels

This is supposed to be one of the most practical methods of retinning a gun barrel without heat. The barrel is first thoroughly cleaned. Then nitric acid, one part, diluted with 10 parts of water is applied until a blue film is produced on the surface. The gun barrel is then washed with warm water, dried and wiped with linseed oil.

Good for Evil

A barrister whose gold watch was stolen in a Berlin omnibus has advertised for it, offering a reward and promising to defend the thief for nothing whenever he is arrested.—London Bits

The Foothill Tavern

Foothill Boulevard at Santa Anita Drive, Arcadia

CHICKEN DINNER

SALADS AND SANDWICHES—ALL HOME COOKING
Special attention given Parties and Banquets

Phone Reservations---
Arcadia 230

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Surplus - - - \$18,000**

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W. H. INGRAHAM, Cashier
M. F. SEELEY, Assistant Cashier

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4% Paid on Savings Accounts
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SENSIBLE ADVICE "Send It to the Laundry"

Troy Service is Sensible Service
DRY CLEANING

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ROY EDWARDS, AGENT
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Buy Your Spring Hat in Sierra Madre

AT THE

POLLYANA HAT SHOP
MRS. FANNIE LOVELESS 40 N. Baldwin

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THE ONE PRIME ESSEN-
TIAL FOR THAT HAPPY
FEAST.

Our entire stock of meats and groceries are in the "Swift's Premium" class—meaning none better

WELSHER'S

Groceries: Phone Main 6

Meats: Phone Main 97

CENTRAL and BALDWIN

Why The Rola Re-Creator

Is the Best Loud Speaker
Investment

Rola Excels in Every Requirement

Rola's sensitivity brings in stations inaudible in other instruments.

Rola's volume is always ample, greater than any other, eliminating over-loaded tubes and distortion.

Rola's tone-quality has truly never before been achieved.

The additional cost of the Rola Re-Creator is the wisest of investments. It is the utmost in value for the price paid.

G. I. FARMAN
SIERRA MADRE ELECTRIC CO.
Main 120—Opposite P. E. Station

Try Our Wantads for Results

HOME COOKED MEALS

SPECIAL LUNCHEON 65c

Service a la Carte, or Delicatessen

WISTARIA TEA ROOM

BLANCHE I. MUSKRATH
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Black 183
78 West Central

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—Everything in the way of physical equipment as well as experience, training and personnel at the disposal of those who call upon us.

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**The Sky Above
Southern California Below That's
MOUNT LOWE**
World-Famous Mountain Trolley Trip
Now at Your Service
ENLARGED AND IMPROVED
Mount Lowe Tavern
and Cottages
American or European Plan
No Increase in Rates
AN IDEAL VACATION SPOT
Delightful at all Seasons

Five Trains Daily from Main Street Station, Los Angeles
8, 9, 10 a. m., 1:30, 4 p. m.
FARE \$2.50 Round Trip from Los Angeles
(\$2.10 from Pasadena)
Ask Agents or Information Bureaus for
Descriptive Folders

Pacific Electric Railway

Hand Picked Paramounts At Wistaria

The best known man and the most universally famous girl in America have been brought together for the first time by Cecil B. DeMille.

Hero and heroine of a million billboards and thousands of car cards, not to mention magazine advertisements, Reed Howes and Beatrice Benten are now with Paramount's director-general in his "Feet of Clay," which features Rod La Roche, Vera Reynolds, Victor Varconi, Ricardo Cortez, Julia Faye, Theodore Kosloff and Robert Edeson.

Miss Benten sells millions of cakes of soap on the grounds of "that schoolgirl complexion," while collars by the ton and innumerable cigarettes have found their way out of myriad stores, thanks to the magnificent Howes profile.

"Feet of Clay," comes to the Wistaria theater next Sunday to remain for two days.

"Too Many Kisses," a Paramount picture starring Richard Dix, opens today at the Wistaria theater.

Paul Sloane directed the production, which features Frances Howard in support of the star. The story is an adaptation of "A Maker of Gestures," by John Monk Saunders and tells of the adventures of a gay young American who is sent to the Basque country in the Pyrenees to keep him away from women and out of lawsuits that are causing his father no end of worry.

In running away from women in general, he runs right into the most beautiful girl he has ever seen.

A word in five letters that means merriment. That's an easy one for you crossword puzzle hounds.

Laugh! Yes, you got it the first time.

It applies to Bebe Daniels' second starring picture for Paramount, "Miss Bluebeard," which opened at the Wistaria on Thursday.

The production is an adaptation of Avery Hopwood's big Broadway success and includes Raymond Griffith, Robert Frazer, Kenneth MacKenna and others in support.

The story is a love farce of a gay French actress who gets married and then discovers that she has not one husband, but two.

Complications? Laughs? The stage play was a riot in New York and crammed them in on a country-wide tour—and the picture is even better than the play.

The picture, directed by Frank Tuttle, brings Bebe to the screen in a role different from anything she has ever done before.

Headed by Bebe Daniels, Ernest Torrence, Noah Beery and Lloyd Hughes, the cast of Zane Grey's "The Heritage of the Desert," which opens at the Wistaria theater next Saturday is particularly strong and well suited for this type of picture.

Bebe Daniels plays the role of a western girl, part Indian and part Spanish. Ernest Torrence, whose characterization of an old plainsman won him world-wide recognition, is cast as a God-fearing pioneer, typifying American patriotism. Noah Beery as a bad man of the desert and Lloyd Hughes as a tenderfoot, complete the featured players. Others in the cast are James Mason, Richard R. Neill and Leonard Chapman.

SIERRA MADRE NUNTIUS CLUB BEATS VISITORS

With a tennis tournament between Highland Park and Sierra Madre boys as the main event of the day's program, the Sierra Madre Nuntius Bible Club entertained the Highland Park and Pasadena clubs last Monday at the home of N. W. Tarr. Sierra Madre won the tournament by a score of five matches to one. After a luncheon, served by the sponsors of the club, 30 boys attended a joint meeting of the three clubs. Mrs. Lucile Cant, who lives in Highland Park and is the teacher of the clubs, gave the boys a very inspiring lecture. In the afternoon some of the boys went in swimming, while others held track and field events or played tennis.

The score of the tournament is given by matches below:

Doubles

Raymond Tarr and Merrill Jensen, Sierra Madre, defeated Fred Kuder and Harold McGlone, Highland Park, 6-3, 6-0.

Leslie Miller and Harry Draman, Sierra Madre, defeated J. Godett and Leo Thomason, Highland Park, 6-4, 6-1.

Singles

R. Hawkins, Highland Park, defeated Leslie Miller, Sierra Madre, 6-2, 6-4.

Raymond Tarr, Sierra Madre, defeated Harold McGlone, Highland Park, 6-2, 6-0.

Merrill Jensen, Sierra Madre, defeated Fred Kuder, Highland Park,

NOW- Dollar Sale

We Present an Entirely NEW and
DIFFERENT Type of Fine Stockings in our
of the Nationally Famous

**Nightingale
Hosiery**

Six Reasons for Nightingale Excellence

- 1 NOT the ordinary Garter Top, but made of finer, stronger, more elastic lisle. Double to Garter Run Stop. Mercerized both inside and outside.
- 2 SPECIAL Garter Run Stop. Absolutely no runs that start above can pass this stitch.
- 3 SEAMED BACK with fashioned marks. Gives the appearance of higher priced stockings.
- 4 SLENDER, true-to-shape ankles. No wrinkles. No sagging. Perfect in fit.
- 5 HIGH Spliced Heel. Correct for all prevailing footwear modes.
- 6 EXTRA durable processed lisle used in the reinforced heels and toes to prolong the life of the stockings. Soles are double to assure longer wear.

Every Pair of Nightingale
Hosiery is Guaranteed

And Only \$1.00



All the Newest Colors, to Match Every Dress—Black, White, Powder Blue, Maize, Pearl Gray, Fog, Flesh, Indian Skin, Harvest, Blush, Beige, Orchid

SEE OUR WINDOW DISPLAY

J. F. SADLER & CO.

6-4, 6-4.
Harry Draman, Sierra Madre, defeated Leo Thomason, Highland Park, 4-6, 6-4, 6-1.

The Highland Park club is looking forward to meeting the Sierra Madre club in either a baseball game, a track meet or a swimming meet soon.

HONEY RECIPE GIVEN BY MRS. WOODSON JONES

Try this on your gas range.
Mrs. Woodson F. Jones has discovered a way to beat the bees at their own game and has given the recipe to the News in order that the busy little insects with the uncertain tempers may not have a monopoly on the production of orange blossom honey in the future. The oranges are now in blossom and sugar is as cheap as it ever is so there is little excuse for not having honey at the most modest breakfast.

The recipe follows: Two cups white sugar, one cup hot water; dissolve; then add one cup of orange blossoms and boil five minutes. Strain and bottle.

Mrs. Jones gave the editor not only the recipe but a sample of the honey, so he knows the recipe is worth publishing.

Congregational Church

The services next Sunday at the Congregational Church will be in keeping with the Easter season. There will be special music at the morning service, Dr. Tate preaching, the sermon subject being, "Christ, the Lord of Life." There will be a reception of new members and communion will be observed. At the evening service there will be exercises by children of the Sunday School, special music by the choir and motion pictures of the Holy Land and the life of Christ. A cordial invitation is extended to all to attend these services.

CHRISTIAN SCIENCE SOCIETY

Corner Highland and Hermosa Ave.
9:30 a. m.—Sunday school.
8:00 p. m. Wednesday—Testimonial meeting.

Read "Monte Vista Club and You" on page 2.

Colleges of Pharmacy
Every state in the Union has a college of pharmacy.

TRUCKING SERVICE

We have added a new 2 1/2-ton Mack truck to our equipment and are prepared better than ever to handle furniture, grain, rock, gravel, etc.

Sierra Madre Feed and Fuel
Main 50

97 E. Montecito

INTERIOR WALL and Woodwork Decorating

MURAL AND STENCILING WORK
ESTIMATES FURNISHED

Hapgood & Carlson

Sierra Madre Phone Black 168
Pasadena Phone F. O. 158
177 E. Colorado
PASADENA

EASTERN OIL FREE

Get one of the little yellow cards, which we will punch every time you buy gas. When the card is used up we will give you a gallon of our fine Eastern Oil.

Auto Steam Laundry

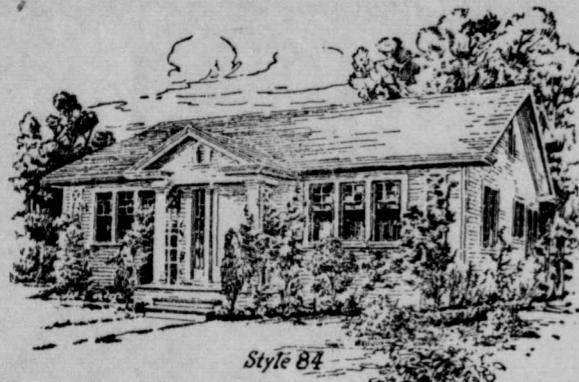
We will clean and polish your auto at a reasonable rate so you will be proud to drive it.

CENTRAL GARAGE

PHONE 8
BLUE

FRANK L. LOVELL
Central and Baldwin

Individual Homes for Critical Buyers



The Lowest Priced Homes in America

Highest possible quality—lowest consistent price. Make no home-building decision until you have seen the scores of delightfully new and exclusive plans we have just received from our architects. Liberal financing help if you own a lot. 1925 Book of Designs, 50c.

Andrews & Hawks

Exchange 2 27 N. BALDWIN

BUILDERS OF
PACIFIC
Ready-Cut HOMES



Try Our Wantads for Results

The L. W. Blinn Lumber Co.

HIGH GRADE BUILDING MATERIAL

Rough Lumber, Finish Lumber, Cement, Lath, Plaster
Wall Board, Sash, Doors, Roofing, Hardwood Floors Laid

FREE PLAN SERVICE

Main 23

East Montecito Ave.

RAYMOND THEATRE

Raymond Avenue, two blocks North of Colorado
Daily 2, 7 and 9. Saturday and Sunday, 2:00 Continuous

Last Times Friday

Norma Talmadge in "THE LADY"

Opening Saturday

Zane Grey's "The Thundering Herd"

STRAND THEATRE

Colorado Street at Euclid
Daily—1, 3, 5, 7 and 9

Last Times Saturday
Richard Dix, in "Too Many Kisses"

Starting Sunday

James Cruze's "The Goose Hangs High"

FLORENCE THEATRE

Colorado Street at Hudson
Every Day at 1:15, 3, 5, 7 and 9

Last times Saturday
"THE DENIAL"

Starting Sunday

Alice Terry and Lewis Stone, in
"Confessions of a Queen"

PASADENA THEATRE

Colorado Street at DeLacey
Vaudeville at 3:30, 7 and 9

Friday, Saturday and Sunday
VAUDEVILLE
AND FEATURE PICTURES
Four days starting Monday
"THE CLOUD RIDER"

SIERRA MADRE NEWS

Published by
THE SIERRA MADRE PRESS, Incorporated
Telephone Black 42
GEORGE B. MORGRIDGE, Managing Editor

Entered as second class matter at the post office at Sierra Madre, Calif.,
under the act of March 3, 1879

TAX FACTS

Every manufacturer must add his taxes to the selling price of his product.

Every merchant must add his taxes to the selling price of his goods.

Every farmer must add his taxes to the selling price of his produce.

Every builder must add his taxes to the selling price of the building he constructs.

Every railroad must add its taxes to the selling price of the passenger tickets and freight charges.

Every landlord must add his taxes to the rents of his houses.

Every clothier must add his taxes to the selling price of his garments.

It makes no difference whether it's labor, or materials, or service that is sold, the taxes must be added, and they are!

Unless taxes are added to selling price all industry, farming and business would have to cease.

This is simply the operation of a natural law.

Everyone must and does pass along taxes to the consumer. We are all consumers. Hence everybody pays taxes!

Decreased taxes mean lower cost of living.

—AMERICAN EDUCATIONAL ASSOCIATION.

Stovall Is Advanced to Bigger Job

That other troops of the Pasadena district council, Boy Scouts, may have his assistance and leadership, Dennis H. Stovall, of Sierra Madre, has been given the appointment of field executive. The local scoutmaster has accepted this with the understanding that most of his available time, for such service, will be divided among the troops of the immediate district, known as No. 4, of which Robert Mitchell, of Sierra Madre, is chairman. This district comprises the troops of Sierra Madre, Monrovia, Duarre and the town of Temple.

For the past three years Mr. Stovall has served as scoutmaster for the scouts of his home town, developing the troop to such numbers and interest that a division became necessary. He has remained as the leader of Troop No. 1, comprised of older boys, and the second troop was built up of the juniors, sponsored by the local post of the American Legion, with Art Evans as scoutmaster, Lester Fennel and John Snyder assistants. Ivan Munson, assistant scoutmaster, for Troop No. 1, will now serve as scoutmaster, with Dick Barbour, Carl Knowles and Dick Lees as patrol leaders. Bernhard Bodine is the troop scribe.

The work of field executive is mainly that of troop executive, instilling troop spirit, consulting with troop leaders and with individual scouts—helping all of them in their problems and difficulties. He also will be present at the courts of honor and serve as an instructor on Saturday afternoons at Camp Huntington, which is the regular week-end rendezvous for a large number of boys from various towns and cities of the Pasadena district. As a writer of boys' stories, which business he has followed exclusively for the past twenty years, Mr. Stovall has kept always in the "boy atmosphere," working and mingling with boys at all times. He regards this new appointment more in the way of an opportunity to help him keep in the spirit of youth, than as a "job," or a position. He has more than 2000 stories to his credit during his unbroken term as a writer of boy tales, all of which have found publication in the various boy magazines and periodicals of this country.

During the past year or so he has been in demand as a speaker on the "boy subject" and has appeared before a large number of clubs, organizations, churches and assemblies. In fact, he has had more invitations of this sort lately than he could accept.

Though he will not be able, because of the wider field he must cover, to give as much time and direct attention to his troop in Sierra Madre, Mr. Stovall hopes to always retain his close relationship with "his boys" here, who count him as their faithful friend, counsellor and guide. He accompanied them—or a considerable number of them—on Thursday and Friday of this week on an Easter vacation camping trip to Lytle Creek, in the San Bernardino mountains, where a delightful outing was enjoyed.

No Car Trades

Dealers in England will not trade in a used car, an owner being compelled to dispose of it himself if he wants to change to a new one.

BARGAINS ALL THE TIME

Hosiery
for men, women and children

Underwear
for men and boys

Hiking Work Clothes
for men and boys

Dress Pants
for men

Shirts, Collars, Ties
for men and boys

All at Less than Los Angeles Prices
Pressing and Cleaning

Open Evenings

SIERRA MADRE BARGAIN STORE
MAX SILVERMAN

Blue 184

20 W. Central

SERVICE

PLUS

COMFORT AND SAFETY

1115 Miles of Standard Gauge Track, closely connecting practically all important Southland cities with—

CONVENIENT, DEPENDABLE and ECONOMICAL Service

Many delightful Week-End Trips to Beach and Mountain Resorts, Parks and Picnic-Grounds may be made via our lines

Ask Agents or Information Bureaus concerning Fares and Train Schedules

Pacific Electric Railway

O. A. SMITH, Passenger Traffic Manager, Los Angeles

RADIO G-A-S

Broadcasting Pep—Power—Pick-up

Wistaria Service Station

42 North Baldwin Avenue

Quick Service

W. MUNRO

NEWS WANTADS FOR QUICK RETURNS

COLONIAL THEATRE

Monrovia, California

First Show at 7:00; Second, 8:45 p. m.

Saturday and Sunday Shows Start at 6:00 P. M.

Sunday, Monday and Tuesday, April 12, 13 and 14—

JAMES CRUZE Production

"THE GOOSE HANGS HIGH"

Every family in town should see the great American family picture! For here is a comedy-drama that is more than wonderful entertainment—it's LIFE!

The funniest man on the screen—in the funniest comedy ever—Harry Langdon in "Feet of Mud"

Wednesday, April 15—One Day Only

"THE TOP OF THE WORLD"

A George Melford Production With Anna Q. Nilsson, James Kirkwood, Raymond Hatton, Sheldon Lewis.

If it's thrill-filled melodrama you're looking for, you'll find your fill at "The Top of the World."

A GOOD COMEDY—

Thursday, Friday and Saturday, April 16, 17 and 18—

Zane Grey's

"THE THUNDERING HERD"

With Jack Holt, Lois Wilson, Noah Beery, Raymond Hatton.

The buffalo hunt is on again! Thousands of bison stampede across the plains, white man and Indian meet and clash—the whole thrilling spectacle of '76 is reborn in the greatest Zane Grey picture of them all.

They're here again—our gang, in "The Buccaneers."

A Timely Question



THE TOWER OF THIS CHURCH
WITNESSING TO FAITH IN THE
FATHERHOOD OF GOD AND THE
BROTHERHOOD OF MAN WAS
ERECTED THROUGH A GIFT IN
LOVING MEMORY OF

**What name will be found in
this memorial inscription?**

Lead, kindly Light, amid th' encircling gloom,
Lead thou me on!
The night is dark and I am far from home,
Lead thou me on!
Keep thou my feet: I do not ask to see
The distant scene; one step enough for me.

So long thy power hath⁸ blest me, sure it still
Will lead me on
O'er moor and fen, o'er crag and torrent till
The night is gone,
And with the morn those angel faces smile
Which I have loved long since and lost awhile!

This advertisement and all other expenses of the Community Congregational Church Building Campaign are paid
for with funds contributed specially for the purpose, so all gifts for the building fund will be applied as intended.



Lois Wilson in Zane Grey's
"The Thundering Herd"
A Paramount Picture

AT THE RAYMOND

PASADENA WOMAN TO SPEAK
AT PARENT-TEACHERS MEET

The Parent-Teacher's association will hold its regular meeting in the Kindergarten building Wednesday afternoon at 2:30, April 15. It is hoped there will be a large attendance. Mrs. Albert Dyke, president of the Pasadena Parent-Teacher federation, will speak, and several of the younger children will give musical numbers.

The Men's Community club has cordially invited the Parent-Teachers association to dinner and to hear Mr. Charles H. Hunt, physical educational director of the Polytechnic High School of Long Beach, Thursday evening April 16, at the Congregational church. Dinner will be served at 6:30. Please make your reservations early.

Tickets can be purchased at Hartman's drug store or of the club members.

NEW HAT SHOP
OWNER ENJOYS
FINE BUSINESS

Mrs. Fanny Loveless of the Pollyanna Hat Shop does not know that there is to be an article in the News about her, but there has been a number of ladies who have conveyed to this paper their pleasure in having so satisfactory a millinery store as the one conducted by Mrs. Loveless. Several ladies have told the News force confidentially that formerly they believed that it would not be possible to buy a hat in Sierra Madre and in many cases in Pasadena, but they have now completely changed their minds.

To complete the happy circle, Mrs. Loveless says she is equally enthusiastic about the people of Sierra Madre. She has enjoyed a lively business since the first opening announcement and the ladies have in every case been kind in their comments which make operating a store here a pleasure as well as a business success.

The Firemen's Club held a special meeting at their quarters on the corner of Windsor Lane and Central avenue Thursday night and went in a body to the meeting of the board of trustees. After the meeting refreshments were served at the club quarters.

Mrs. Preston Schwartz and sons, Preston, Charlton and Sammy, and Linwood Zeller, spent Wednesday and Thursday at Balboa.

HOT CROSS BUNS

and a wonderful line of Fancy Pastry

Phone Black 125 for delivery orders

Sierra Madre Bakery
Fritz Otto

28 Windsor Lane

Organizes
Fire Unit
for Summer

Constant vigilance will be observed during the coming summer season to keep Sierra Madre and vicinity from suffering from the same troubles as are affecting the neighboring cities, due to the loss of the brush and forest covering of their water sheds during last summer's fire. It is claimed that the Sierra Madre water shed is the only one in this locality which has not been burned over within the last fifteen years and that this water shed will be the most carefully watched and at the same time too, most likely to burn of any in the mountains.

Local fire agent, A. M. Udell and Ranger M. H. Davis have been busy the last few weeks getting an organization into shape which can be used in an emergency for the suppression of a forest fire. By this method it is hoped that the disaster of last year will not be repeated. The hills which form the water shed which serves Siegra Madre are covered with a thick coating of grass and chaparral which retards the downward flow of water and keeps the snow from melting quickly, thereby saving this district from the ravages of flood and at the same time holding the water for consumption during the dry season.

The organization of fire fighters is now nearly complete and the permanent personnel has been arranged for. Special effort has been made to enlist men qualified for special duty and capable of managing crews, it being the theory that the men living near the mountains are better acquainted with mountain conditions and the duties of fire fighting than others and that their services are needed worse in special duties than as fire fighters. It is pointed out that the "buck privates" on the fire line may be recruited from Los Angeles, if necessary, but that it is impossible to recruit experienced mountain men from outside the mountain area. The personnel of the organization and the location of stations and supply stations, follow:

Monrovia and Angeles National Forest

Regular—M. H. Davis, Santa Anita Ranger Station; Tom Henderson, Sierra Madre; V. P. Vetter, West Fork Ranger Station; A. C. Mueller, Sierra Madre; A. L. Lawhon, Mt. Wilson.

Organized Crews—Monrovia, 50 men, Fire Agent Stevens; Pasadena, 50 men, Fire Agent Morris; Sierra Madre, 50 men, Fire Agent, Udell.

Food Supply—M. D. Welsher, Norris and Son.

Fire Fighters Foremen—J. M. Campbell, E. H. Keegan, Jack Buchan, R. W. Buck, E. P. Bradford.

Camp Managers—Harvey Stein-

berger, Dennis Stovall, W. H. Wall, Scout—Gilbert Keys.

Cooks—Harry Thew, L. E. Steinberger, Jr., Joe Swanson.

Time Keepers—Bob Davis, George Norris, Frank Cox, W. E. Pratt.

Packers—Jack Hosford, manager;

Guy Rutherford, Al Plummer, Jim Byler.

The Woman's Guild of Ascension parish will give a card party in the Parish house on Thursday evening, April 16, at 8:30. Tables will be arranged for bridge and 500, and attractive prizes will be given. Refreshments will also be served.

Mrs. E. A. Ross of San Mateo is visiting her son, Ernest H. Ross of 175 N. Auburn.

Mr. and Mrs. Arthur Ingraham of San Diego were week-end guests of Mr. and Mrs. Ben M. Lyon at their home on Auburn avenue.

The next meeting of the Modern Priscillas will be held at the home of Mrs. James N. Hawks, 80 East Grand View avenue, on the afternoon of April 16.

Read "Monte Vista Club and You" on page 2.

*The experienced judge
of gasoline values gets
his money's-worth always,
because he buys gasoline
for its performance on the
road. Hence the wide-
spread preference for
"Red Crown"—the best buy
in Town*

STANDARD OIL COMPANY
(CALIFORNIA)

Buy it anywhere you see the red
white and blue pump or the "Red
Crown" sign—at Standard Oil Ser-
vice Stations and at dealers.



The best buy in Town

FRAMED PICTURES AT HALF

LAST CHANCE

Beautiful prints, handsomely framed, at less than the frames alone would ordinarily cost. Must be moved to make room for our new lines of builders and household hardware. Pick them in our window and help yourself.

WHEELING & HILL

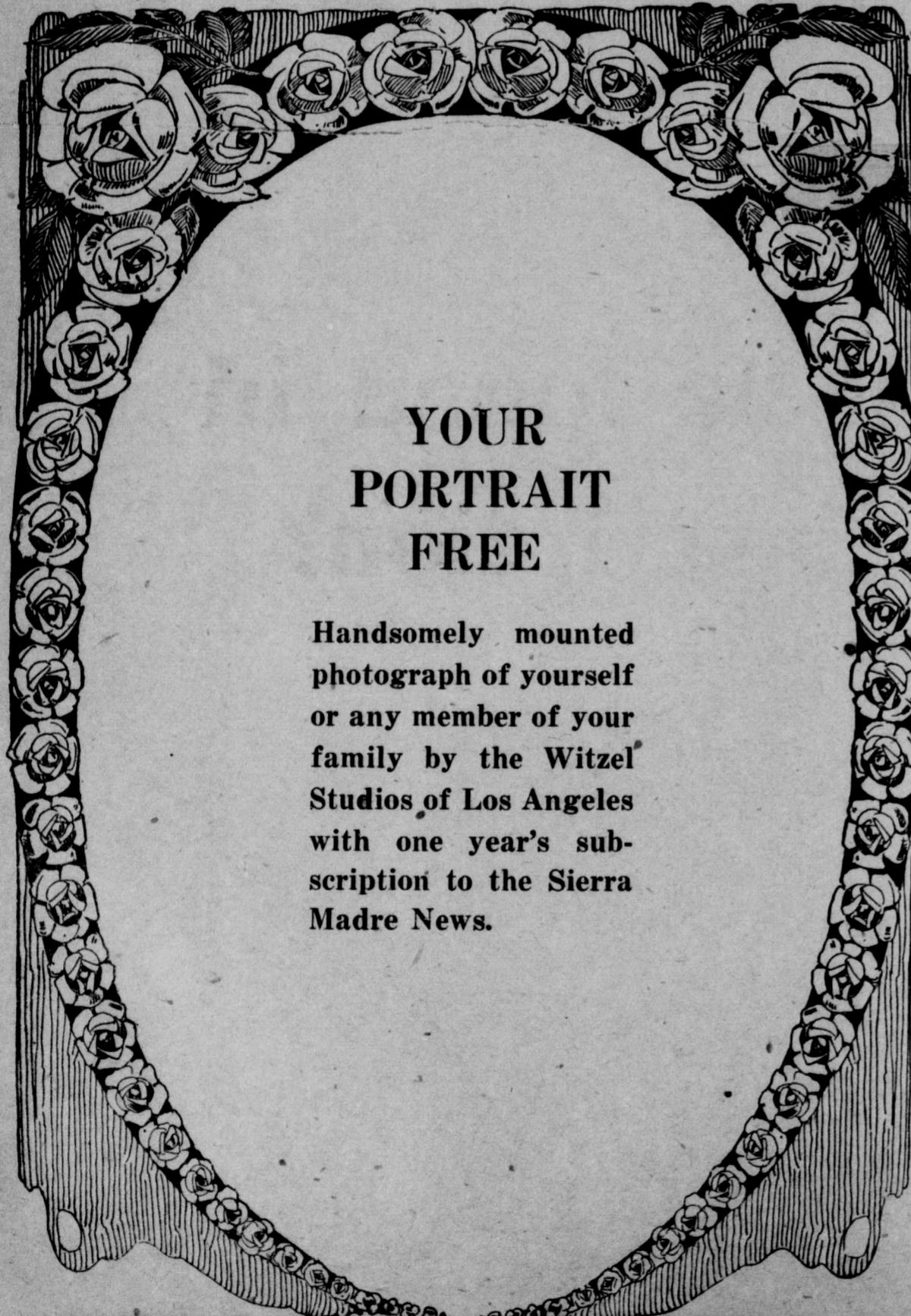
Paints and Hardware

41 North Baldwin

Blue 75

YOUR
PORTRAIT
FREE

Handsomely mounted
photograph of yourself
or any member of your
family by the Witzel
Studios of Los Angeles
with one year's sub-
scription to the Sierra
Madre News.



County Sealer Charles M. Fuller
of the Departments of Weights and
Measures explains to Miss Dorothy
Donald, motion picture star, why

machine scored ice is such an improvement over the old method of cutting and weighing ice, during a recent inspection at the plant of the

Monrovia Ice Company where the new ice scoring machines have just been installed. Machine scored ice, it is claimed, insures absolutely accurate weight.

WHAT'S THE USE

SORRY,
OLE TOP

BANG

By L. F. Van Zelm
©Western Newspaper Union

What's in a Name

THAT'S A
DEVIL OF A NAME
TO GIVE IT!LAKE
PLACID

AN ZELM

SIERRA MADRE NEWS
SUPPLEMENT

Screen Scrapbook



HEINZ KETCHUP
22c and 32c
CHILI SAUCE
36c
INDIA RELISH
18c and 35c
48c

Bake the Safeway
Schillings Baking Powder

Read the Letter that is posted in each one of
our stores. The baking powder
is 39c per can.

SAFeway STORES
INCORPORATED
CALIFORNIA'S LEADING GROCER

RED CHERRIES
2 Cans 55c



Bronze Mail
Case FREE
With package of 10
books of matches
All for 15c

MUDDYGRAM
Whole Wheat
Cracked Wheat
YOUR FAVORITE BRANDS OF BACON AND HAM—
Honey Brand—Armour's—Puritan—Swift's Premium—
Well-Known Brands at Chaffee Prices

Get Our
Price on
Fresh Ranch
EGGS

Chaffees
WHERE CASH BEATS CREDIT

e Killers
longer than
it just seem
NO. 33

Where Girls Marry Young
Orientals marry young, atrociously
young in the case of females. Forty
out of every 10,000 girls in India be-
tween the ages of ten and fifteen were
unmarried. At present only 907 out
of every 10,000 India girls between
ages of five and ten are unmarried.—
Washington News.

The Origin of
Easter Eggs

as a symbol of Easter time has been
explained in many different ways.
We are quite sure, however, of the
origin of the Eggs we have provided
for you this year.



A crate of eggs will
please the Kiddies. Each
crate contains six deli-
cious cream - centered
eggs, loaded with rich
nuts. The eggs are coated
with good, wholesome
high grade chocolate and
wrapped in silvery foil.
Order now and avoid dis-
appointment.
Crate of six eggs

35c

F. H. Hartman & Son

The Rexall Drug Store

Phone Black 25 25 No. Baldwin

Solution of Crossword Puzzle No. 32

ARE	SHIRT	PIN
CAST	LEADER	FARO
TNT	IN	LED
IN	LED	RED
TER	AUCTIONEERS	
TER	OPEN	ODE
TER	OMEN	HASTY
TER	HEN	ANON
TER	SCAB	TO
TER	MELON	OMELON
TER	AM	AM
TER	APOD	TEN
TER	LEND	PARE
TER	USAGE	LEND
TER	EVIL	USAGE
TER	NE!	EVIL
TER	RA	NE!
TER	ATED	RA
TER	RECONNOITER	ED
TER	LEO	RECONNOITER
TER	FE	LEO
TER	OILLE	FE
TER	TEA	OILLE
TER	OPUS	TEA
TER	ONE	OPUS
TER	MEAN	ONE
TER	TIS	MEAN
TER	SINGOT	TIS
TER	DRY	SINGOT

MEATS

Fresh Hamburg	15c
Pork Sausage	30c
Lean Boiling Beef	15c
Pot Roast	18c
Pork Roast	30c
3 lbs. Kraut	25c
Wieners	20c
Compound	20c
Pure Lard	25c
Shoulder of Lamb	28c
Lamb Stew	12½c

Vegetables

SPECIALS

Fresh Peas 2 lbs.	15c
New Spuds 2 lbs.	15c
Fresh Asparagus 4 lbs.	25c
Local Lettuce 3 for	10c

Nice
Legs of
Lamb for
EASTER



Lois Wilson in Zane Grey's
"The Thundering Herd"
A Paramount Picture

AT THE RAYMOND

PASADENA WOMAN TO SPEAK AT PARENT-TEACHERS MEET

The Parent-Teacher's association will hold its regular meeting in the Kindergarten building Wednesday afternoon at 2:30, April 15. It is hoped there will be a large attendance. Mrs. Albert Dyke, president of the Pasadena Parent-Teacher, will speak, and the younger children will be present in numbers.

The Men's Community cordially invited the Parent-Teacher's association to dinner at Mr. Charles H. Hunt, principal director of the High School of Long Beach, on Tuesday evening April 16, at the First Congregational church. Dinner served at 6:30. Please make reservations early.

Tickets can be purchased at the man's drug store or of the members.

HOT CROSS BUNS

and a wonderful line of Fancy Pastries
Phone Black 125 for delivery order

Sierra Madre Bakes

Fritz Otto

28 Windsor

FRAMED PICTURES

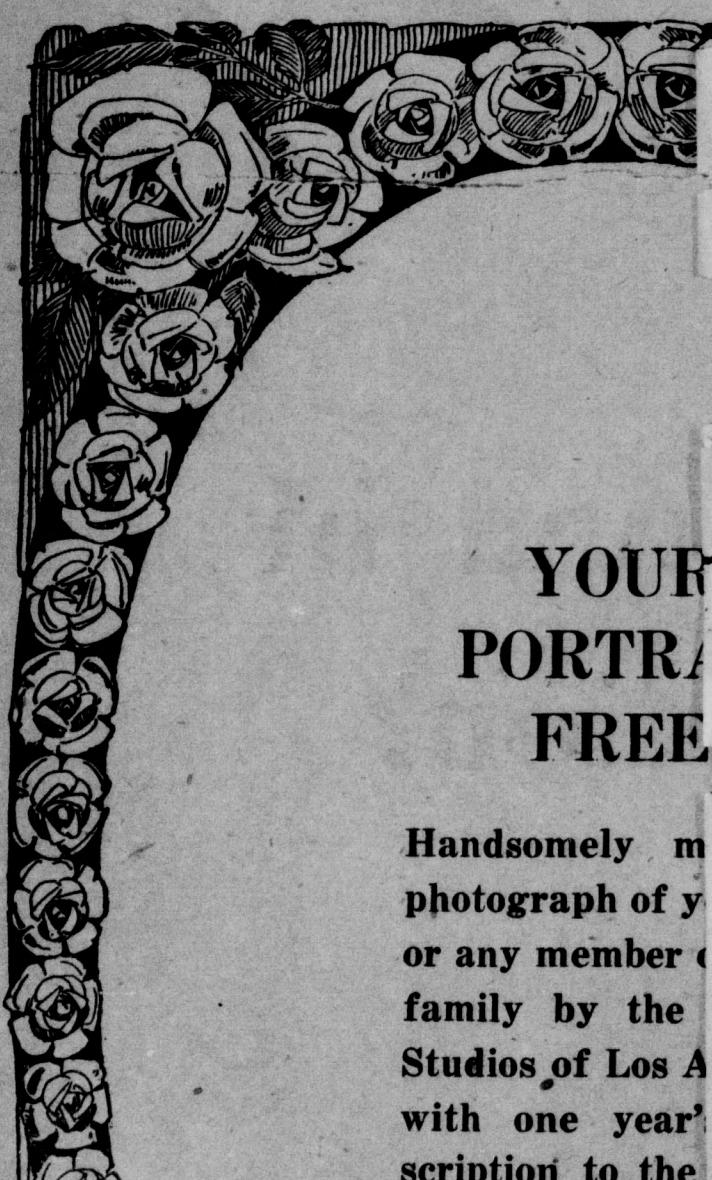
LAST CHANCE

Beautiful prints, handsomely framed, frames alone would ordinarily cost \$10.00 to \$15.00 to make room for our new lines of hold hardware. Pick them in yourself.

WHEELING

Paints and Hardware

Blue 75



NEW HAT SHOP OWNER ENJOYS FINE BUSINESS

Mrs. Fanny Loveless of the Pollyanna Hat Shop does not know that there is to be an article in the News about her, but there has been a number of ladies who have conveyed to

Organizes Fire Unit for Summer

Constant vigilance will be observed

berger, Dennis Stovall, W. H. Wall, Scout—Gilbert Keys. Cooks—Harry Thew, L. E. Steinberger, Jr., Joe Swanson. Time Keepers—Bob Davis, George Norris, Frank Cox, W. E. Pratt. Packers—Jack Hosford, manager; Guy Rutherford, Al Plummer, Jim Byler.

Transportation, Private—Sierra

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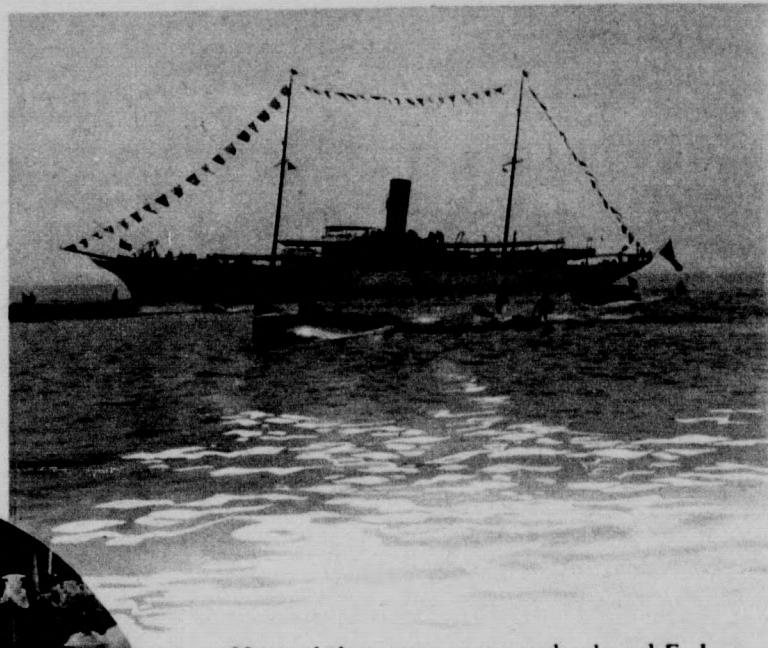
Here are scenes from Cecil B. De Mille's most eye-filling picture, "Feet of Clay," the comedy-drama of the married flapper



Vera Reynolds has the rôle of the flapper wife whose love is tested by fire



(Below) De Mille's latest star discovery, Vera Reynolds



Many of the scenes were made aboard E. L. Doheny's famous yacht, "Casiana," the largest pleasure craft afloat



Romantic Rod La Rocque plays Miss Reynolds' sweetheart

"FEET OF CLAY"

THE same wizard of screen entertainment who produced "The Ten Commandments," "Male and Female" and "Manslaughter"—Cecil B. De Mille—is responsible for "Feet of Clay."

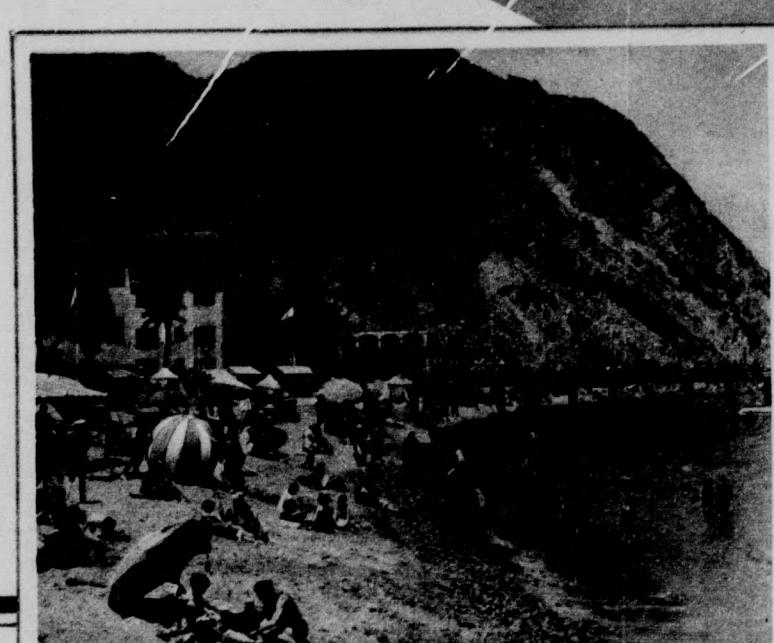
Here is an unusually strong love-drama adapted by Beulah Marie Dix and Bertram Millhauser from the Ladies Home Journal serial and novel by Margaretta Tuttle. It is the story of the flapper of eighteen growing into the wife of twenty-one, but still retaining much of her love for jazz and excitement, and getting into complications thereby. The settings vary from a Harlem two-by-four flat to a millionaire's yacht, with the latter type predominating.

The scenes in which scores of beautiful bathing beauties race on surf boards; the society ballroom scenes; the scenes and gowns in the ultra-fashionable modiste shop—these are dazzling features you will never forget.

Heading the cast of "Feet of Clay" are Rod La Rocque, Vera Reynolds, Ricardo Cortez, Julia Faye, Theodore Kosloff, Robert Edeson, and Victor Varconi.



Dramatic thrills in a society setting



(Left) Famous beach at Catalina Island, Cal., scene of much of "Feet of Clay."

"Feet of Clay" takes you behind the scenes in a fashionable Fifth Avenue gown shop



County Sealer Charles M. Fuller of the Departments of Weights and Measures explains to Miss Dorothy Donald, motion picture star, why recent inspection at the plant of the

Monrovia Ice Company where the new ice scoring machines have just been installed. Machine scored ice, it is claimed, insures absolutely accurate weight.

WHAT'S THE USE

By L. F. Van Zelm
Western Newspaper Union

What's in a Name

THAT'S A DEVIL OF A NAME TO GIVE IT!

"Feet of Clay" is a flashy entertainment that swings from the humorous to thrilling situations digging deeply into real human emotions



Vera Reynolds, the screen's newest sensation



Can the flapper ever grow up and face the facts of life, and conquer them? What really happens when a girl used to luxuries marries a poor man? See "Feet of Clay."

Love castles are easily destroyed by unfriendly feet. A scene from "Feet of Clay."



A real screen thrill! Bathing beauties racing on surf boards in "Feet of Clay."



Cecil B. De Mille directing Rod La Rocque and Vera Reynolds

Adolph Zukor and Jess L. Lasky present
CECIL B. DE MILLE'S production
"FEET OF CLAY"

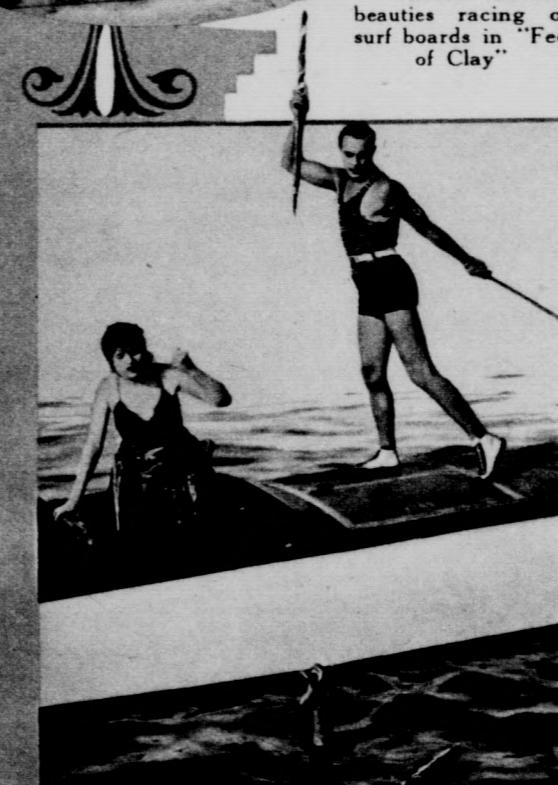
ROD LA ROCQUE, VERA REYNOLDS, RICARDO CORTEZ, JULIA FAYE, ROBERT EDESON AND VICTOR VARCONI

Adapted by Beulah Marie Dix and Bertram Millhauser from Margaretta Tuttle's novel

A Paramount Picture

THE CAST
Amy Loring Vera Reynolds
Kerry Harlan Rod La Rocque
Tony Channing Ricardo Cortez
Bertha Lansell Julia Faye
Bendick Theodore Kosloff
Dr. Fergus Lansell Robert Eedeson
Man with the Book Victor Varconi

Bathing beauties, surf-riders, society guests, gown models, etc.



The sensational scene in which Ricardo Cortez harpoons a shark to save La Rocque's life



(Left) The romantic wedding scene on shipboard



(Right) The most luxurious picture ever filmed

Multi-grain
Whole Wheat
Cracked Wheat

9c

YOUR FAVORITE BRANDS OF BACON AND HAM—
Honey Brand—Armour's—Puritan—Swift's Premium—
Well-Known Brands at Chaffee Prices

Get Our
Price on
Fresh Ranch
EGGS

Graham
New England
Sandwich

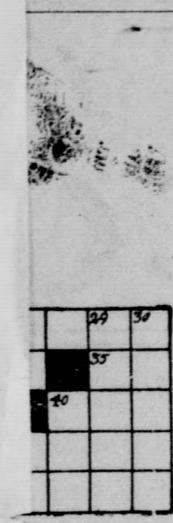
Chaffee's
WHERE CASH BEATS CREDIT

HEINZ KETCHUP 22c and 32c
CHILI SAUCE 36c
INDIA RELISH 18c and 35c
48c
Read the Letter
Safeway Stores
Bake the Safeway
Schillings Baking Powder
that is posted in each one of
our stores. This baking powder
is Baking Insurance.
Cans 39c
48c
SAFeway STORES
INCORPORATED
CALIFORNIA'S LEADING GROCER
CALIFORNIA'S LEADING GROCER

RED CHERRIES
2 Cans 55c
Brown Maize
Cans FREE
with purchase of 10
pounds of meat.
All for 15c

the Killers
are longer than
it just seem

NO. 33



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Where Girls Marry Young
Orientals marry young, atrociously young in the case of females. Forty out of every 10,000 girls in India between the ages of ten and fifteen were unmarried. At present only 907 out of every 10,000 India girls between ages of five and ten are unmarried.—Washington News.

The Origin of Easter Eggs

as a symbol of Easter time has been explained in many different ways. We are quite sure, however, of the origin of the Eggs we have provided for you this year.



A crate of eggs will please the Kiddies. Each crate contains six delicious cream-centered eggs, loaded with rich nuts. The eggs are coated with good, wholesome high grade chocolate and wrapped in silvery foil. Order now and avoid disappointment. Crate of six eggs

35c

F. H. Hartman & Son

The Rexall Drug Store

Phone Black 25 25 No. Baldwin

Solution of Crossword Puzzle No. 32

ARE	SHIRT	PIN
CAST	EAGER	FARO
E	TNT	TILED RED
TERIAN	IN	AUCTIONEERS
(abbr.)	LED	PATRON
ON	RED	OMEN
TO	LA	HASTY
SIX	ON	ANON
DELICIOUS	MELON	TO
EASTER	AM	APOD
EGGS	PARE	LEND
	EVIL	USAGE
	RE	NE
	AD	RAED
	RECONNOITER	RECONNOITER
	LEO	RECOGNITE
	E	OPUS
	OIL	ONE
	TEA	MEAN
	OPUS	TIS
	INGOT	DRY

MEATS

Fresh Hamburg	15c
Pork Sausage	30c
Lean Boiling Beef	15c
Pot Roast	18c
Pork Roast	30c
3 lbs. Kraut	25c
Wieners	20c
Compound	20c
Pure Lard	25c
Shoulder of Lamb	28c
Lamb Stew	12½c

Vegetables

SPECIALS

Fresh Peas 2 lbs.	15c
New Spuds 2 lbs.	15c
Fresh Asparagus 4 lbs.	25c
Local Lettuce 3 for 10c	

Nice
Legs of
Lamb for
EASTER



Lois Wilson in Zane Grey's
'The Thundering Herd'
A Paramount Picture

AT THE RAYMOND

PASADENA WOMAN TO SPEAK
AT PARENT-TEACHERS MEET

The Parent-Teacher's association will hold its regular meeting in the Kindergarten building Wednesday afternoon at 2:30, April 15. It is hoped there will be a large attendance. Mrs. Albert Dyke, president of the Pasadena Parent-Teacher federation, will speak, and several of the younger children will give musical numbers.

The Men's Community club has cordially invited association to Mr. Charles E. Cational director of High School of day evening. A gational church served at 6:30 reservations are invited. Tickets can be obtained at the men's drug store.

NEW HAT SHOP
OWNER ENJOYS
FINE BUSINESS

Mrs. Fanny Loveless of the Pollyanna Hat Shop does not know that there is to be an article in the News about her, but there has been a number of ladies who have conveyed to this paper their pleasure in having so satisfactory a millinery store as the one conducted by Mrs. Loveless. Several ladies have told the News force confidentially that formerly due to the loss of the brush and for

Organizes
Fire Unit
for Summer

Constant vigilance will be observed during the coming summer season to keep Sierra Madre and vicinity from suffering from the same troubles as are affecting the neighboring cities,

berger, Dennis Stovall, W. H. Wall, Scout—Gilbert Keys. Cooks—Harry Thew, L. E. Steinberger, Jr., Joe Swanson. Time Keepers—Bob Davis, George Norris, Frank Cox, W. E. Pratt. Packers—Jack Hosford, manager; Guy Rutherford, Al Plummer, Jim Byler.

Transportation, Private—Sierra Madre Feed & Fuel, 2 trucks; Sierra Madre Transfer, 2 trucks; Mt. Wilson Stables, pack stock, 50 head; Roberts' Camp, pack stock, 50 head. Equipment, Government—Tool

The Woman's Guild of Ascension parish will give a card party in the Parish house on Thursday evening, April 16, at 8:30. Tables will be arranged for bridge and 500, and attractive prizes will be given. Refreshments will also be served.

Mrs. E. A. Ross of San Mateo is visiting her son, Ernest H. Ross of 175 N. Auburn.

Mr. and Mrs. Arthur Ingraham of San Diego were week-end guests of Mr. and Mrs. Ben M. Lyon at their

HOT CROSS BUNS
and a wonderful line of Fans
Phone Black 125 for delivery
Sierra Madre Fans
Fritz Otto 28 W.

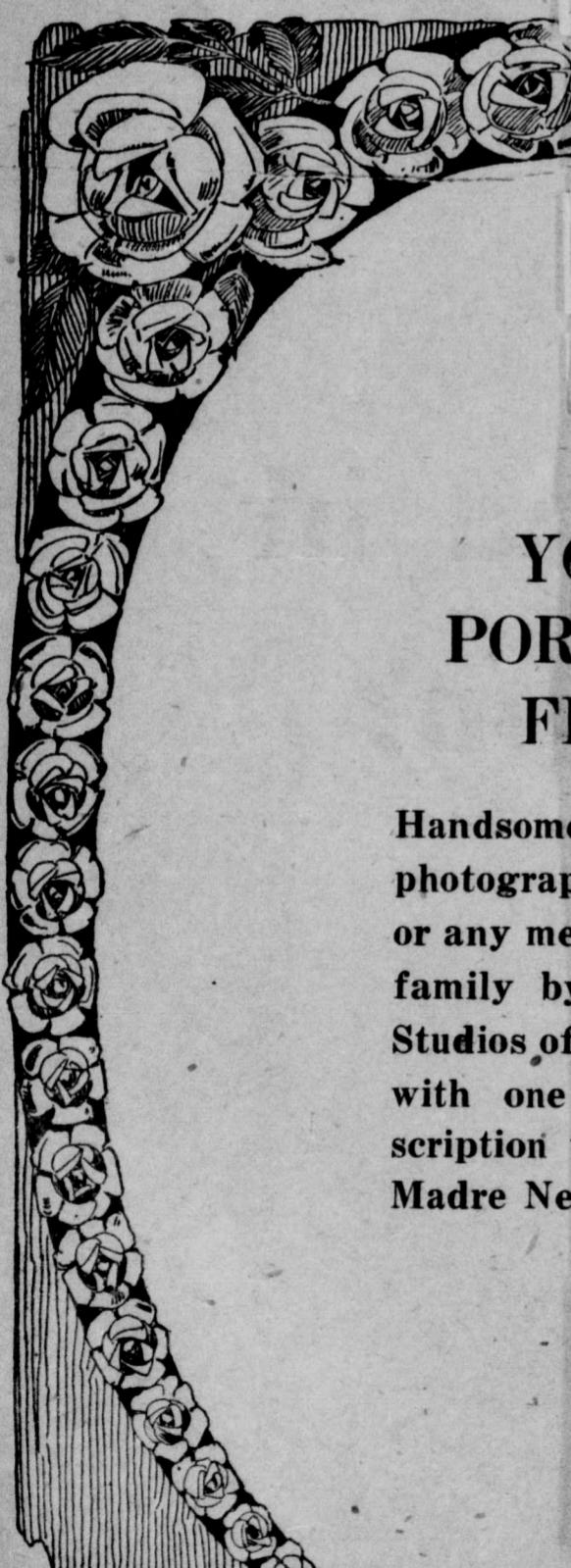
FRAMED PICTURES

LAST

Beautiful prints, handso frames alone would ordn to make room for our new hold hardware. Pick the yourself.

WHEELING
Paints an

Blue 75



SIERRA MADRE DIRECTORY

SIERRA MADRE TAILORS
CUSTOM TAILORING—DRY CLEANING
Remodeling a Specialty
Work Called for and Delivered
Phone Blue 191
W. E. CRAIG, Prop. 14 W. Central

PETTITT'S NEWS STAND
Candies Ice Cream Tobacco

WOODSON F. JONES
Kodaks, Victrolas, Stationery
31 N. Baldwin Ave. Main 182

L. C. TUCKER, Jeweler
Diamonds, Jewelry and Expert Repairing
18 W. Central

O. A. BERGEN
Awnings, Window Shades, Curtain Rods
41 North Baldwin Blue 75

GITMAN'S TAXI SERVICE
Reasonable Rates Anywhere
Phones: Blue 184; Red 192

NEWS
WANTADS—

provide a wonderful marketplace for everything. They bring results.

Try them.

Phone Black 42

Sierra Madre News

FAIRVIEW RABBITRY
Rabbits for Meat, Fur and Breeders
Phone Red 217—391 Grove St., N. of Grandview

SIERRA MADRE ICE COMPANY
97 East Montecito
Main 50

Wistaria Theater
Phone Green 36
PROGRAM

April 11 to April 18

Saturday, April 11—last day of
Harold Bell Wright's
"Re-Creation of Brian Kent"

Sunday and Monday, April 12-13

"Feet of Clay"

A Cecil B. DeMille Production
Rod LaRoque, Vera Reynolds, and
Theodore Kosloff
Comedy—"BARGAIN DAY"

Tuesday and Wednesday, April 14-15

"Too Many Kisses"

Starring Richard Dix. A story full of
color and smashing action
Comedy—"EXIT CAESAR"

Thursday and Friday, April 16-17

BEBE DANIELS, in
"Little Miss Bluebeard"

Avery Hopwood's famous Broadway comedy.
And poor Bebe has one husband too many.
Comedy—"HOLD EVERYTHING"

Saturday—April 18—one day only

"Heritage of the Desert"

By Zane Grey
Ernest Torrance, Noah Beery and
Lloyd Hughes
Comedy—"UNCLE MAID"

H. G. Seifert at the Organ

First show 7 p. m.—second 8:45
Matinee Every Saturday, 2:30

OLSEN'S SHOE STORE
Good Shoes and Shoe Repairing
34 N. Baldwin Ave. Green 38

SIERRA MADRE HARDWARE CO.
Hardware, Plumbing and Paints
31-35 West Central Main 98

NORM'S GARAGE
22 East Montecito Black 164
Residence Blue 210

WHEELING & HILL
Hardware, Paints, Glass, Picture Framing
41 North Baldwin Blue 75

DRAMAN'S SHOE SHOP
Shoe Repairing and Men's and Children's Shoes
22 North Baldwin

ELKIN FEED AND FUEL
Garden Seed, Fertilizer and Transferring
Phone Black 22 43 North Baldwin

GRAHAM'S GARAGE
For Reliable Auto Repair Work
Main 209 23 E. Central

NEWS
WANTADS—

10c per line for one insertion.

Three insertions for the price of two if ordered in advance.

Phone Black 42

Sierra Madre News

S. R. G. TWYCROSS
Taxi Service—Real Estate—Notary—Insurance
Green 85 Black 11

SIERRA MADRE FEED AND FUEL
97 East Montecito Main 50
Transfer, Moving and Storage

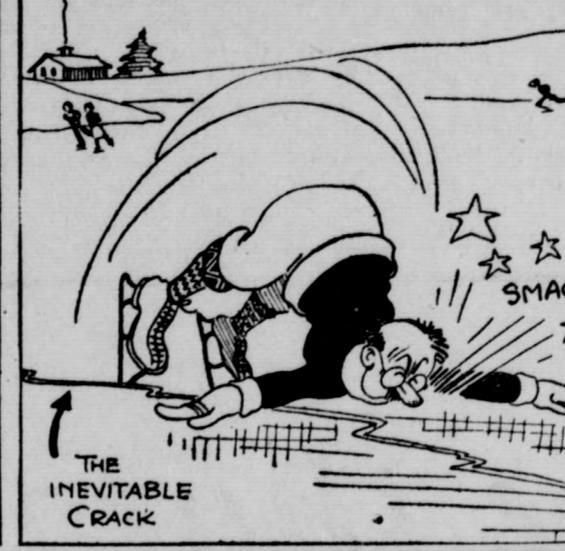
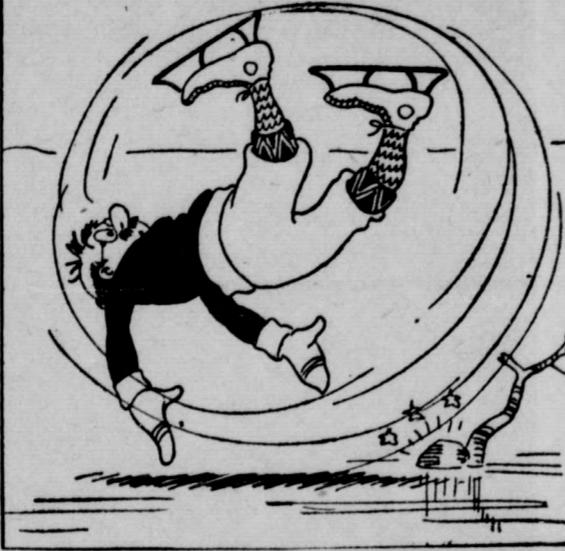
County Sealer Charles M. Fuller
of the Departments of Weights and
Measures explains to Miss Dorothy
Donald, motion picture star, why

machine scored ice is such an improvement over the old method of cutting and weighing ice, during a recent inspection at the plant of the

Monrovia Ice Company where the new ice scoring machines have just been installed. Machine scored ice, it is claimed, insures absolutely accurate weight.

SPORT

WHAT'S THE USE

NON-FICTION
EXTENSIVELY
READ HERE

Sierra Madre people read half as much non-fiction as they read fiction, according to the report of the librarian, this month. Of the adult literature borrowed from the public library, 33 per cent is non-fiction and 67 per cent fiction, while 28 per cent of the total number of patrons of the library are juveniles.

These figures are considered very unusual as the amount of fiction read usually is much higher in proportion to non-fiction. In many towns it is claimed, the non-fiction read is not more than 5 per cent of the fiction. The increase in books borrowed during March shows a gain of 31 per cent over last year. During March, 1924, there were 2808 books borrowed, while during the same month 1925 there were 3119 or a gain of 211 books.

Monthly Report for March 1925
Circulation, adult 2247
Juvenile 872

Circulation of same last month 2908
Per cent of adult fiction 49

Per cent of adult non-fiction 28
Per cent of juvenile 28

Total 3119

Gain of 8 per cent or 211
The number of borrowers registered during the month was thirty-one.

Subscriptions to six new magazines were added to our list last month: "American Girl," "Camera Craft," "Child Life," "Elite," "System," and "Living Age."

New Books Added During Month

(ADULT)

"Green Stone," Harold MacGrath; "Purple Sapphire," John Taine; "Clouded Pearl," Berta Ruck; "Golden Journey of Mr. Paradyne," William J. Locke; "Golden Ballast," H. de Vere Stacpoole; "Blind Man's Buff," Louis Hemon; "Tomorrow and Tomorrow," Stephen McKenna; "Men, Maids and Mustard Pots," Gilbert Frankau; "Soul of China," Louise Min; "Invisible Woman," Herbert Quick; "Old Ladies," Hugh Walpole; "Desert Brew," B. M. Bower; "Arrowsmith," Sinclair Lewis, (Georgian Stories 1924); "Philosophical Study of Mysticism," Charles A. Bennett; "Modern Use of the Bible," Harry E. Fosdick; "Memories and Adventures," A. Conan Doyle; "Our Ameri-

can Theater," Oliver M. Sayler; "Mastery of Fear," William S. Walsh; "Twice Thirty," Edward W. Bok; "Anatole France," James Lewis May; "Woman of Fifty," Rheta Childe Dorr; "Life and Letters of John Muir," William F. Bade.

(JUVENILE)

"Wonders of Transport," Cyril Hall, (Polly Page Series); "Boy of the Lost Crusade," Agnes D. Hewes; "Tales From Shakespeare," Charles Lamb; "Wrecking Master," Ralph D. Paine; "Little Alpine Musician," Johanna Spyri; "One-eyed Fairies," Georgia Henley; "Moons of Long Ago," Ellen Donaldson; "Mastery of the Air," William J. Claxton; "New Moon," Cornelia Meigs.

Read "Monte Vista Club and You" on page 2.

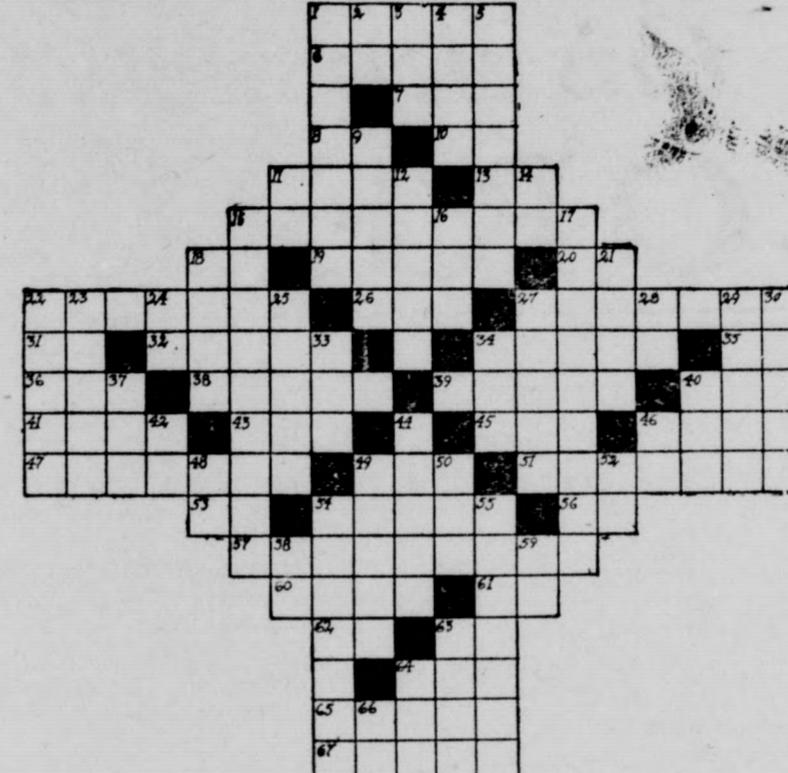
Frivolous Oldsters

Two eighty-year-old men in Vienna, Austria, who were bobbing for apples at a party given for employees of a shop became engaged in a fierce fight over the game. One of the elderly men claimed that his opponent was using his beard to snare the apple in the tub. Police were called to stop the quarrel.

Spend Time Wisely
One day spent well and agreeably to your precepts, is preferable to an eternity of error.—Yonge.

Longevity of Time Killers
They say idlers live longer than workers, but doubtless it just seems longer.

NEWS CROSS-WORD PUZZLE NO. 33



(© 1925, Western Newspaper Union.)

Horizontal.

1—Rips
6—Pertaining to a Grecian style of architecture
7—Fuse
8—Period of time (abbr.)
10—Exclamation of hesitation
11—Luminary of the stage
13—Greek letter
15—Cliff
18—Note of musical scale
19—Ethiopian
20—Thus
22—One devoted to luxurious enjoyment
26—Boy's name
27—Right-armed sea denizen
28—Mode of transportation (abbr.)
32—Employment
34—Land of bull-fighters
35—Orthography (abbr.)
36—A grain
38—An abrasive
39—Pares
40—Mongrel
41—Add
43—Suffix meaning full of
45—Period of time
46—Short for a kind of rubber
47—Member of a family of marine bonylike fishes
49—Instrumental duet
51—Anodyne
53—Printing measure
54—Elevate
56—Once over (abbr.)
57—One who roars
60—One time
61—Western state noted as home of a religious cult (abbr.)
62—Diphthong
63—Remunerated (abbr.)
64—Chief linguistic stock of Indo-China
65—Aslant, as a cask
67—Sling

Vertical.

1—Make more firm
2—Greek combining form indicating relation to an early period of time
3—Collection of information
4—To be carried along
5—Eighth sign of the zodiac
9—Runner
11—Senior (abbr.)
12—Inflexibility
14—Suffix meaning pertaining to
15—Supreme
16—Beer
17—Moving stairway
18—Molt
21—First name of American actor named Skinner
22—Worn away
23—Babbler
24—Cubic (abbr.)
25—To throw off
27—Drama in music
28—Preposition
29—To encroach
30—Man who couldn't eat any fat
33—Before (poetic)
34—Lame
37—Sesame
40—Mechanism which operates valves in auto engine
42—Reformed Presbyterian (abbr.)
44—Steer
46—Presiding elder (abbr.)
48—Old English (abbr.)
49—Caper
50—Same as 43 horizontal
52—Preposition
54—A fugitive
55—Learned
58—Halt
59—A (English)
63—To become dull
64—First part of a hyphenated word meaning a choice morsel
66—Preposition

Solution will appear in next issue.

Where Girls Marry Young
Orientals marry young, atrociously young in the case of females. Forty out of every 10,000 girls in India between the ages of ten and fifteen were unmarried. At present only 907 out of every 10,000 India girls between ages of five and ten are unmarried.—Washington News.

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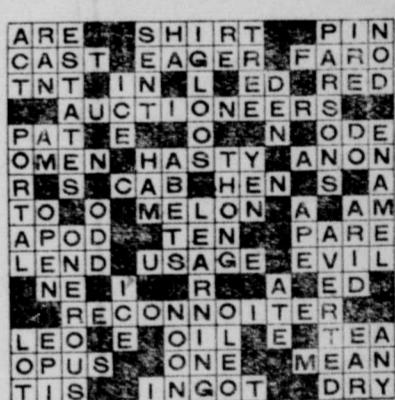
Crate of six eggs 35c

F. H. Hartman & Son

The Rexall Drug Store

Phone Black 25 25 No. Baldwin

Solution of Crossword Puzzle No. 32



(© 1925, Western Newspaper Union.)

THE BEST FOODSTUFFS AT THE RIGHT PRICES

—AT—

Harold F. Roberts'
SAFeway VEGETABLE MARKET
Orders Taken for Flowers

CALIFORNIA'S LEADING GROCER
SAFeway STORES
INCORPORATED
CALIFORNIA'S LEADING GROCER

formerly SAM SEEGLIC

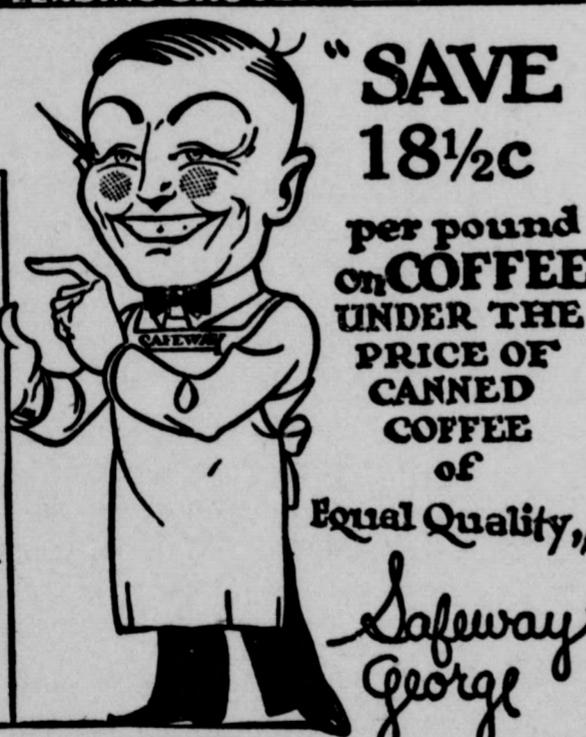
SAFeway STORES

Dear Anna:

This is a rush note to you—I feel you must know of this wonderful Coffee Sale at once. I am chock full of enthusiasm to make this the Biggest Coffee Sale ever put on in California. I need your help. Here's hoping.

Hastily yours,
George

SPECIAL!
S.S.
HIGH GRADE
COFFEE
SPECIAL PRICE
April 6th. to 11th.
TWO POUNDS
75¢



CALIFORNIA'S LEADING GROCER

Did You Secure
a Supply of Mizpah Peas at 19c?

Remember

We purchased 5000 cases to sell at 19c a can, \$3.25 a dozen or \$4.50 a case. This same grade is selling under other labels at 25c and 30c. Take advantage of our purchasing power while we still have the peas.

Here Is Another

Remarkable Saving

MAINE CORN

2 cans 35c

The State of Maine is noted for the flavor and quality of its corn grown. The corn in the stores of Safeway is the cream of Maine corn.

Hillsdale
Broken
Slicer
Pineapple
2 Medium Cans 35c
Ripe and Juicy

Bake the Safeway
Schillings Baking Powder

Read the Letter our stores. This baking powder is baking insurance.

39c

48c

Mrs. Sarah F. Barker left Monday for her home in Kansas City, Kas., after spending the winter at the home of her daughter, Mrs. T. D. Greer, 161 E. Montecito.

Charles E. Toy, who has been staying at Sierra Madre, Canyon Park, for the last several months, returned to Hollywood Sunday.

W. S. Hull motored to Little Creek Thursday to spend two days with the boy scouts who are camping there.

The Camp Fire Girls, under the direction of Mrs. J. Milton Steinberger, hiked to Hoegee's Camp on Thursday and spent the day picnicking.

William Murphy of Hoegee's Camp is building a cabin on Winter Creek for a Los Angeles family.

Mrs. H. H. Kaneen and Mrs. N. W. Tarr will entertain the primary department of the Congregational church at Mrs. Tarr's home, 274 West Montecito, Saturday afternoon. The children are asked to meet at the church at 1:30 o'clock.

Mrs. Harry Buckingham returned from Hanford Sunday night after spending a week with her husband, who is in the hospital suffering from fracture of the skull. Mrs. Buckingham reports her husband much improved and will soon be out of danger.

Miss Laura Cadmus spent Tuesday in Long Beach visiting friends.

A number of Sierra Madre people are planning to attend the oratorio, "The Seven Last Words of the Cross," at Pomona college this afternoon.

Rol King returned Wednesday from a visit of several weeks in New York City. Mr. King says that Sierra Madre never looked so good to him as now.

John Blankenship has opened a meat market and general merchandise store in Sierra Madre Canyon Park. Mr. Blankenship was in business in the canyon last summer and left when the summer season was over.

Mr. and Mrs. A. Halsey are entertaining Mr. Luckey of New York and Los Angeles this week.

"I have thoroughly inspected and HEARTILY APPROVE this new method - SCORED ICE"



CHAS. M. FULLER

COUNTY SEALER
OF WEIGHTS & MEASURES

— — — —

COUNTY OF LOS ANGELES

OFFICE OF
COUNTY SEALER OF WEIGHTS AND MEASURES
LOS ANGELES COUNTY
LOS ANGELES, CALIFORNIA

LOS ANGELES, CALIFORNIA

April 1, 1925.

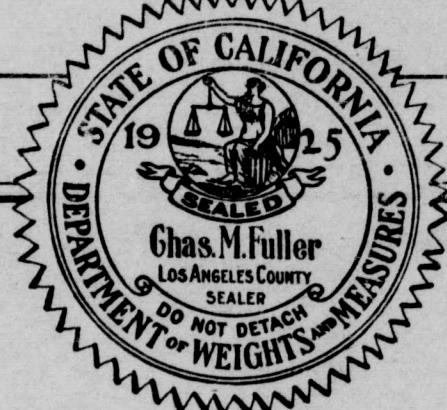
CHAS. M. FULLER
COUNTY SEALER

I have thoroughly inspected the new ice scoring machines and consider them the greatest improvement in the ice industry in many years.

Not only do these machines assure the housewife of accurate weight, but in 97% of our tests, scored ice was actually overweight!

This is in line with the constant effort of this department to protect the consumer and I am glad to say that I heartily approve this new method - SCORED ICE.

Chas. M. Fuller,



This endorsement is a bona fide reproduction of an actual letter from Chas. M. Fuller, County Sealer of Weights and Measures, after his department had thoroughly inspected and tested the new ice scoring machines.

EVERWHERE it has been tried, scored ice has proven a tremendous success. So far, we are the only company in this territory to give its customers the benefit and convenience of this new method of delivering ice.

Show your approval by using scored ice in your own home. Stop our wagon or phone this company. Insist on the smooth, even border on every block of ice you buy. It is your guarantee of accurate weight.

No greater endorsement could have been secured than from the County Sealer of Weights and Measures. This department of the government, constantly working to protect you from careless and dishonest weight, was eager to make a thorough investigation and test of this new method of measuring and delivering ice.

Their tests, just completed, consisted of weighing many different pieces of scored ice selected at random from wagons en route and at the plant. These tests conclusively showed that scored ice not only assures accurate weight, but that it was actually over-weight on 97% of the pieces tested, doubly insuring full weight when delivered.

Scored ice has been proven a success wherever it has been used. Over 1200 companies have installed the modern ice scoring machines and in not one instance has there been a return to the old "guess-work" method of measuring and delivering ice.

Scored ice has made it possible to absolutely assure the consumer of accurate weight on every piece of ice. It has reduced delivery costs to an extent that has made possible a reduction of price to every consumer.

Because of this saving in waste ice and delivery costs, it is only a question of time until all companies must install ice scoring machines.

Ice scoring machines are a comparatively new invention, and the manufacturers of these machines are many months behind in their deliveries. Through its foresight in investigating the new machines when they were first perfected and placing its orders at that time, this company has been able to secure and install these machines and is the only company in this community equipped to offer its customers the convenience and saving of scored ice.

MONROVIA ICE COMPANY

Phone: Red 439

Main 36

SCORED ICE

GUARANTEES ACCURATE WEIGHT

The smooth, even border is the "trade mark" of scored ice. It assures you of accurate, uniform weight. Insist on this border on every piece of ice you buy!

100 pounds 60c. • 50 pounds 30c.
75 " 45c. • 25 " 15c.

Spring Squeaks

Are Unnecessary

Are you annoyed by the spring and body squeaks which wet weather leaves in your auto? Do you dislike the bother and mess of trying to oil your springs by the old hand method?

We Kill All Squeaks

in Five Minutes

with our new pressure lubricating machine! It forces the finest graphite lubricant between the spring leaves and into inaccessible body joints which you can't reach at all. Your car will ride easier and last longer, as well as being free from unpleasant noises. The price is nominal—75c to \$1.50, according to size and number of springs.

Sierra Madre Garage

J. MILTON STEINBERGER

Main 110

37-45 West Central



Camp with a Kodak

Whether a week in the woods or a day at the shore, a Kodak is an essential part of your equipment.

At our counter you'll find the Kodak you need; also a complete line of accessories and "the dependable film in the yellow box."

Autographic Kodaks—\$6.50 up

WOODSON F. JONES

Main 182

31 N. Baldwin



Musical at Church of Ascension

The festival of Easter, commemorating the resurrection of our Lord from the dead will be celebrated at two services at the Church of the Ascension on next Sunday morning. The first service will be at 8 o'clock, followed by a full choral Eucharistic service at 11 a. m. The children's Easter service will be held this year at the usual hour for the school services, 9:45 a. m. At this service the Lenten offering through the Lenten mite boxes will be presented. Owing to the illness of the rector, the "three-hour service," 12 until 3 p. m., Good Friday, had to be omitted. The suggestion is made that those who desire to attend such a service take advantage of those being held in some of the churches in Pasadena. In the evening, however, of Good Friday, the choir will render in the church at 7:45 p. m., "The Seven Last Words," by Reid. A general invitation is extended to all who desire to observe Good Friday and Easter to attend all or any of these announced services. The following is the full choral service to be rendered at the 11 o'clock service on Easter day:

Music at Choral Eucharist, 11 a. m. Organ prelude, "I Know That My Redeemer Liveth" ... Mendelssohn Introit, "Christ Our Passover" ... Chant

Processional, "Come Ye Faithful, Raise the Strain."

Kyrie Eleison Cunstance

Gloria Tibi Cunstance

Gratias Tibi Cunstance

Nicene Creed in A Best

Hymn, "The Strife Is O'er, the Battle Is Done."

Offertory anthem, "As It Began to Dawn" Harker

Presentation of alms, "All Things Come of Thee" Whitney

Sursum Corda Cunstance

Sanctus Cunstance

Benedictus Qui Venit Cunstance

Angus Dei Cunstance

Communion hymn, "Bread of the World."

Gloria in Excelsis Best

Nunc Dimittis Chant

Recessional, "The Day of Resurrection."

Read "Monte Vista Club and You" on page 2.

Otto Olson, who was a resident of Sierra Madre for about two years is now living in Burke, Idaho, and is having the news sent to his home there so that he will be able to keep up on local happenings.

Not a Bad Definition

Mix tin and copper and you have bronze; mix tin and brass and you have a road hog.—New York Telegram.

Acquire Saving Habit

You are on the way to prosperity when you get more joy putting a dollar in the bank than you get in spending it.—Forbes.

In Duty's Path

Do the duty which lies nearest thee. Thy second duty will already have become clearer.—Carlyle.

Longevity and Then Some

The things that go on forever are eternity, the brook and tongues.—Daily Herald.

Hold Fast to Liberty

If there is anything of value, it is liberty. Liberty is the air of the soul, the sunshine of life, without which the world is a prison and the universe an infinite dungeon.—Robert G. Ingersoll.

Take Inventory

A little less grumbling about what we haven't got, and a little more appreciation of what we have got will make a wonderful difference in our disposition, for we are, after all, about as well off as the average.—Grit.

Has Many Meanings

The phrase "In limbo" may be taken to mean an indefinite border region in the intermediate state, nearer hell or heaven according to the class of souls there detained; a place of confinement; a prison; a place, real or imaginary, to which things worthless or foolish may be relegated.

A Freak

Old Codger—Yessir, eighty-four I be an' every blessed tooth in my 'ead same as th' day I was born.—Boston Transcript.

Unrecorded History

Nero was being reproved for fiddling while Rome burned. "After all," he retorted, "it is better than harping on our troubles."—Exchange.

Let 'Em Crow

We shouldn't discourage men from crowing over their achievements. If they didn't, they might lose pep.

Jade Ax-Heads

The heads of many of the most beautifully formed stone axes, both ancient and modern, are made of Jade.

LA GALONDRINA WILL START ON EASTER SUNDAY

With the opening of "La Galondrina" (The Swallow) on Easter Sunday, a love-story of old California will be told in the dramatic success by John Steven McGroarty, author of the Mission Play. Out of the dim past of California, Mr. McGroarty has brought to light the deathless romance of Conception Arguello, famous beauty, and the Count de Rosanof, grand chamberlain of the Great White Czar.

It is the second play from the pen of Mr. McGroarty in his work to establish an enduring drama of California. This story is of the golden age of California when love and song and laughter filled the sunny mornings and the starry nights. It is a tale that has been whispered by generation after generation of lovers on moonlit pathways between Sonoma and San Diego for over a hundred years.

Professional Directory

W. D. TILLER

Dentist

Hours 8:30-12; 1:30-5
Office closed on Fridays
Main 186 71 N. Baldwin

LLOYD L. KREBS, M. D.

Sierra Madre Office, 90 E. Central
11 to 1:00 Phone Main 60
Phone Colo. 630
Pasadena Office, 461 E. Colorado

F. P. MILLER, M. D.

Practice limited to diseases of the Lungs and Throat
Appointments made at any time.
Call Main 216

E. L. JACKSON, M. D.

Office and residence 55 N. Auburn Ave.; phone Main 181.
Hours 10 to 12 and by appointment

GILBERT S. BOVARD, M. D.

Hours 10-12-30
Office 8 N. Baldwin phone Main 160
Residence 159 W. Montecito Ave.
Phone Black 47
Secretary's residence phone Blue 26

GEO. W. GROTH, D. O., M. D.

Also MARY GROTH, D. O.
Office: Sierra Madre Hospital
122 N. Baldwin Ave.
Calls answered day or night
Phones: Blue 144; (res.) Blue 73

MAY CULBERTSON LAIDLAW

Osteopathic Physician
Hours by appointment
Office and Res., 83 N. Sunnyside
Phone Green 43

Saint-Cyr Sanitarium

Treatment consists of the Fast Cure and Milk Diet
No tubercular cases received
140 S. Hermosa; phone Green 166

John H. Osgood

Building Contractor—Real Estate Broker—Building Loans
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Walks, Fireplaces, Walls, Cesspools
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GIERLICH BROS.

Civil Engineers
LICENSED SURVEYORS
Design and Supervision, Estimates, Plans and Maps
Phones: Sierra Madre Black 100; Monrovia Green 217; Branch ofice Room 1, Adams Block, Sierra Madre.

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Painting, Paper Hanging and Sign Writing
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Tel. Red 49, Sierra Madre 148 N. Mt. Trail

BERGIEN & CABOT

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TRANSFERRING AND MOVING

Correct prices guaranteed
Elkin Feed and Fuel
Phone Black 22—43 N. Baldwin

OSCAR RASBACH

Piano Pupils Accepted
Leschetizky Method
MONDAY AND THURSDAY

Phone Green 168
Res. 363 Sycamore Place

Eyes Examined Repair Work
Lenses Duplicated
Dr. E. C. Pierpoint
Optometrist
Phone F. O. 3400; near Post office
2550 E. Colo. St., Lamanda Park

Robert M. Finlayson

Architect
Green 24 31 Suffolk

Guaranteed Septic Tanks Last Forever
D. & J. BUCHAN

Exclusive Agents for "Hygi-Sept" Septic Tanks
Green 24 31 Suffolk
Blue 207-130 East Montecito

JESSIE WARD

LANDSCAPE GARDENER
Plans Furnished—Work Superintended or taken by contract
Call Ward Nursery, Mt. Trail and Laurel; Phone Blue 29

LIFE INSURANCE

EDNA STAPLES YERXA
Pacific Mutual—"It pays 5 ways"
Aetna: Fire, Theft, Casualty, Life

M. A. DeTEMPLE

MASTER PLUMBER
has moved to 390 W. CENTRAL, where larger quarters and increased facilities are at your command. New Phone Blue 186.

NEWS WANTADS PAY

JACK B. HOSFORD

Draftsman and Designer
Phone Main 105
P. O. Box 202

Studio 2117-7th Ave., Los Angeles
Phone EMpire 5013

FRONA V. CLARKE
Pianist and Teacher

Sat. all day at 50 E. Grand View

Green 153

Composition Shingles

Over your old shingled roof
Sierra Madre Phone Black 28
CROWN CITY ROOFING CO.
858 Wright Ave., Pasadena
Phone Fair Oaks 6831

Ward Nursery

Mt. Trail & Laurel Aves.

Phone Blue 29.

Twill happen!



But Kaptain Klean will be "Johnny on the spot," when your clothes have had an accident.

SIERRA MADRE TAILORS

W. E. CRAIG

Blue 194 14 W. Central

BERGIEN & CABOT

Funeral Directors

Phone Main 27

304 West Central

SUNDAY DINNER

Turkey or Chicken

FULL COURSE DINNER ONLY 85c

Merchants Lunch Daily

45c—11 to 2 o'clock

SEA FOODS A SPECIALTY
Fresh Fish Daily—Lobsters—Crabs
Shrimps—Oysters—
cooked to perfection

SIERRA MADRE CAFE

Central Avenue at Baldwin

SIERRA MADRE NORTH SIDE IS FINE DISTRICT

(Continued from First Page)
Sierra Madre extending from the Double Drive to Sierra Madre avenue a distance of two and one-quarter miles. There is already considerable demand for the paving of Grandview from Mountain Trail to the Double Drive and proposition is before the Los Angeles Planning commission to extend Grandview to the west through the Hastings ranch to connect with the upper branch of the Foothill boulevard at Santa Anita avenue, forming a great skyline boulevard from Sunland to Sierra Madre, high up on the mountain side.

East Mira Monte and Carter avenues also have been the scene of considerable development. Carter avenue is the most northerly street in Sierra Madre and property there is in great demand. Mira Monte, which is one block south, takes the place of Carter where the mountain becomes so steep that the progress of Carter is stopped.

The district which has been described above was originally the property of two individuals, both of whom came to Sierra Madre many years ago. The lower half of the district belonged to Miss Fanny Hawks, who maintained it for many years as a ranch. Later she donated streets to the city and donated land for the building of a church. Miss Hawks still has a home on Laurel avenue but at present is staying in San Diego.

The upper portion of the district was owned by N. C. Carter, who, many years ago, built a beautiful home on the brow of the hill and planted many of the trees which now adorn the city. The Carter family still lives at the homestead, though Mr. Carter passed away several years ago.

SCHOOL MAN TO SPEAK AT MEET OF CLUB

The Men's Community club will have as their speaker for the April meeting, Thursday, April 16, Mr. Charles H. Hunt, director of physical education in the high schools of Long Beach.

Mr. Hunt's subject will be "Municipal Playgrounds," which ought to appeal to every one who is interested in the welfare of our children. Mr. Hunt's six years experience as lecturer at the State University at Berkeley, his two years at San Bernardino as director of physical education, and his experience at Long Beach ought to qualify him to present this subject in a very entertaining way.

Supper is at 6:30 p. m.; program at 7:30 o'clock. Dinner tickets, 50c, will be on sale at Hartman's drug store, S. R. G. Twycross and Daniel Shaffer.

By vote of the club no tickets will be sold after Wednesday night, April 15, so please make your reservations as early as possible.

—G. S. A.

Card of Thanks

I wish to thank my many friends for their kindness and consideration during the continued illness and recent death of my son, August Reuter.

MRS. ADA REUTER.

Hardware Store Offers Bargains

The Sierra Madre Hardware company is starting a new advertising program this week which will give the people of Sierra Madre an opportunity to take advantage of weekly bargains. The first ad of this variety appears in the News this week and this and subsequent ads should be watched with interest by those who pride themselves in their ability to get their money's worth.

Mr. and Mrs. Harry Hobson of Pasadena were in Sierra Madre yesterday paying a visit to a number of old friends.

Church Holds Its Quarterly Meeting

The Congregational church held its quarterly meeting Wednesday evening, following a dinner served by the Ladies' Aid society. Reports were read from the various departments of the church which indicated an unusually healthy and growing condition in every department. The Sunday school showed a specially high rate of increase.

Mr. and Mrs. F. H. Hartman, Mr. and Mrs. Rudolph Hartman and Mr. and Mrs. Victor Hill attended a banquet given in honor of the Rexall druggists of the Southwest last Wednesday night.



WORK WANTED

NURSE—Can do almost anything; would consider housekeeping; Black 191. 28*^a

WORK WANTED—Housework, half days; Blue 195. 28*^a

SEWING—Remodeling, children's children's clothes, and men's shirts; will sew at your home; Mrs. David Vedder 39 Windsor Lane. 28:30a

GARDEN WORK, etc., wanted by school boy; Jackson Zeiler, 93 Mira Monte; Black 28. 27:atf

WANTED: By an expert gardener, lawn and garden work part time; Frank Lockyear, 30 Windsor Lane. Black 22. 12ctf

WANTED—Team work, rock work, carpenter work; Chantry Bros., 192 Merrill Ave., Blue 202. 20ctf

CARPENTER and Cabinet work, jobbing of all kinds. J. A. McCloskey, 148 N. Mt. Trail. Red 49. 40ctf

HEMSTITCHING—8c and 10c a yd.; Sadler's or 674 Woodland Drive, at pool; Blue 127; Mrs. House. 22:taf

COMPANION NURSE—To semi-in valid, or will stay with children evenings; capable in many ways; phone Black 167. 27:29a

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